Beyond Compare!

CAGNEY

AND THE ROYAL CANADIAN AIR FORCE IN

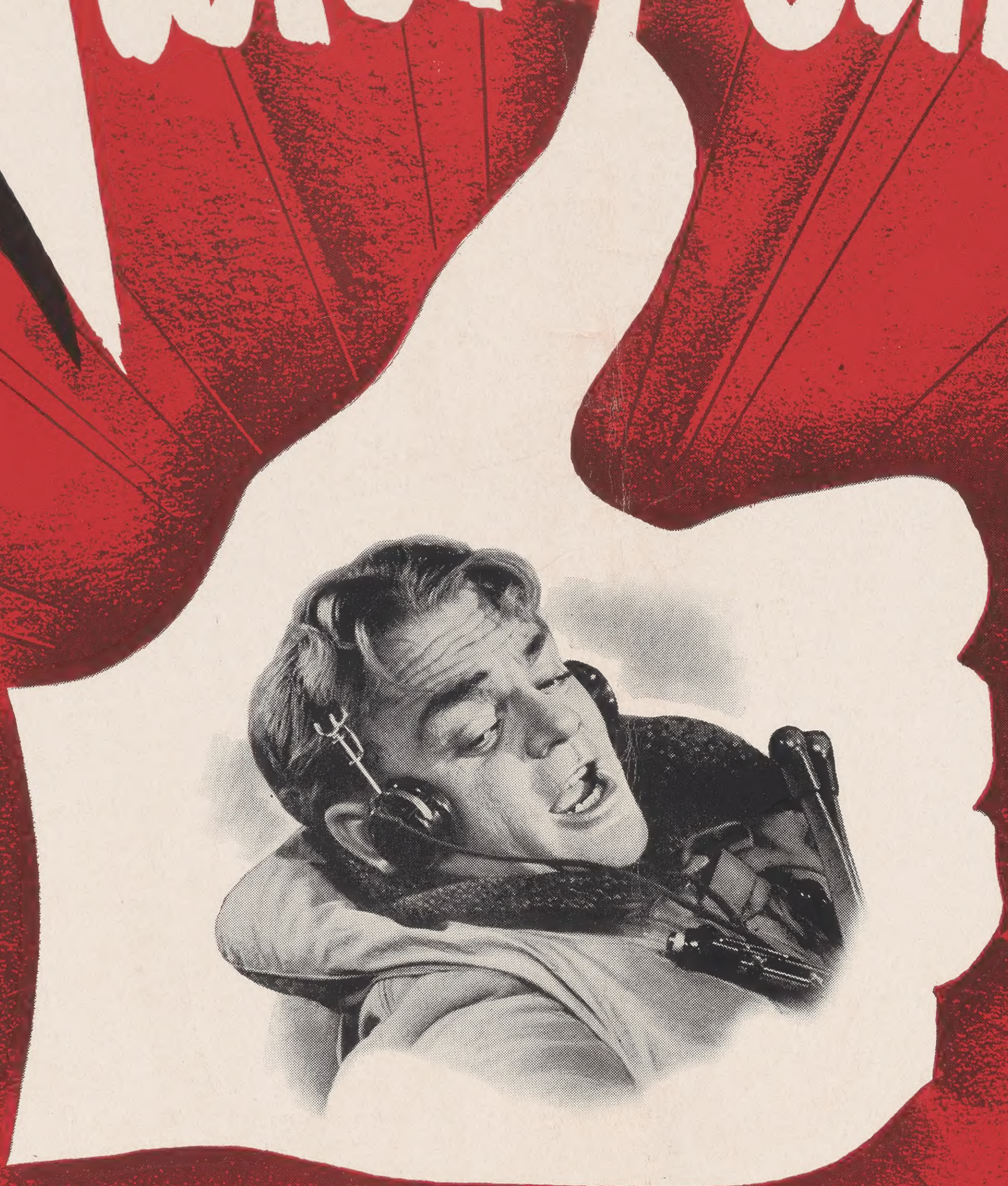
"CAPTAINS OF THE CLOUDS"

IN TECHNICOLOR

Your Warner Bros. press book

Your Victory Campaign

for



"CAPTAINS OF THE CLOUDS"

There's A Skyful of Angles!

Country of origin U.S.A. Copyright 1942 Vitagraph, Inc. All rights reserved. Copyright is waived to magazines and newspapers.

JAMES CAGNEY

in the Leader of all his hits!

thrill upon thrill filmed in gorgeous

TECHNICOLOR!

THE HELL-RIDERS OF THE HEAVENS...

THE R.C.A.F. IN ACTION!!

THIS GREAT SUPPORTING CAST!!
DENNIS MORGAN · BRENDA MARSHALL
ALAN HALE · GEORGE TOBIAS
REGINALD GARDINER · REGINALD DENNY

And Here's How to
SHOUT
About All These
Yelling Points....

Hit 'Em and Hit 'Em Again with

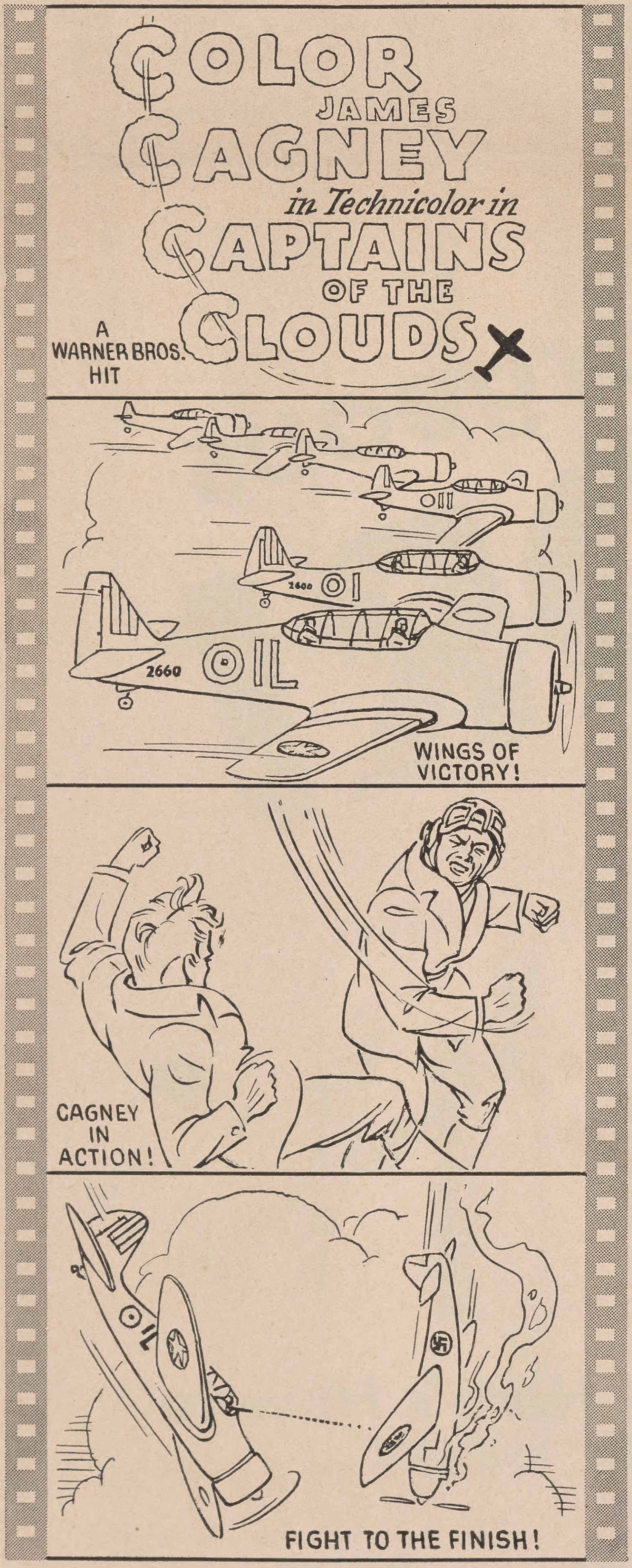
EXPLOITATION

CITYWIDE SALUTE TO RCAF!

This is the story of the Royal Canadian Air Force, America's hell-riding air allies, winging its way to glory in one of the epic screen entertainments of our day. From every state of the Union American boys have joined with Canada's own. In every town in this country pride is felt for their accomplishments. That's what makes your showing of "Captains of the Clouds" a big local event . . . one worthy of maximum exploitation effort. Here are four ways to do it (more ideas elsewhere in this press book):

COLORING STRIP

There are many uses for this fascinating color-in game. Plant on school page of local newspaper; distribute as throwaway at all schools; in schoolrooms; imprint on back of heralds as contest; OR:—cut mat apart and spot around Want Ad page, offering guest tickets for best coloring jobs.


COLOR JAMES CAGNEY in Technicolor in CAPTAINS OF THE CLOUDS
A WARNER BROS. HIT
2660
WINGS OF VICTORY!
CAGNEY IN ACTION!
FIGHT TO THE FINISH!

Order "Coloring Mat CC 201B"—30c—from Campaign Plan Editor, 321 W. 44 St., N. Y. C.

★ ★ ★ FRIENDSHIP DINNER

Arrange with the local Canadian Club, or other similar type organization, to sponsor a "Friendship Dinner" at the leading local hotel to commemorate the eternal friendship of the two great neighbor nations. Highlight of the event is a screening of "Captains of the Clouds". Top guests may be local Canadian officials, heads of defense plants or, perhaps, Mr. Average Defense Worker, in addition to local officials. Cover this in advance and current in newspapers and arrange for radio broadcast of ceremonies.

★ ★ ★ DEFENSE WORKERS

If your town has a defense work plant, arrange with owners and employee organizations' officials to see the film in advance and, as a consequence, to make some gesture of friendship to the RCAF. This might be in the form of a presentation of some unit of defense material to Canada, a special theatre party for employees at which they present the theatre with a Canadian flag, or the signing of a giant post card by all workers to be sent to RCAF. Get newspaper coverage on all this.

★ ★ ★ EXCHANGE OF FLAGS

Invite the leading Canadian, British and American patriotic or military organizations or personalities in your city to exchange the flags of the respective nations in a ceremony held on your stage or in your lobby on opening day. If possible, arrange for veterans of the last war and present-day soldiers of each country to represent their respective flags.

Michael Curtiz, director of "Captains of the Clouds," presents an R.C.A.F. flag to the Earl of Athone, Governor-General of Canada, who accepts it in behalf of the fighting pilots.

★ ★ ★ LOCAL BOYS IN RCAF

There are over 6000 Americans enrolled in the RCAF representing every one of the 48 states. Your local newspaper will help you obtain the names of local boys in this service. Honor them by setting up a scroll in your lobby listing their names as "Captains of the Clouds" and follow through with a special invitation performance at which the mothers or wives of these American flyers see the picture as guests of your theatre.

6-DAY SERIAL STORY!

It's Free!

More and more newspapers are featuring this type of serialization as "The Movie of the Week." What's more, there's an extra treat in store for readers in this action-packed story of the RCAF's hell-riders of the heavens! Galley proofs and mats of type and art are available FREE on order by newspaper editors to Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. C.

JAMES Cagney CAPTAINS OF THE CLOUDS

CAST OF PRINCIPAL CHARACTERS

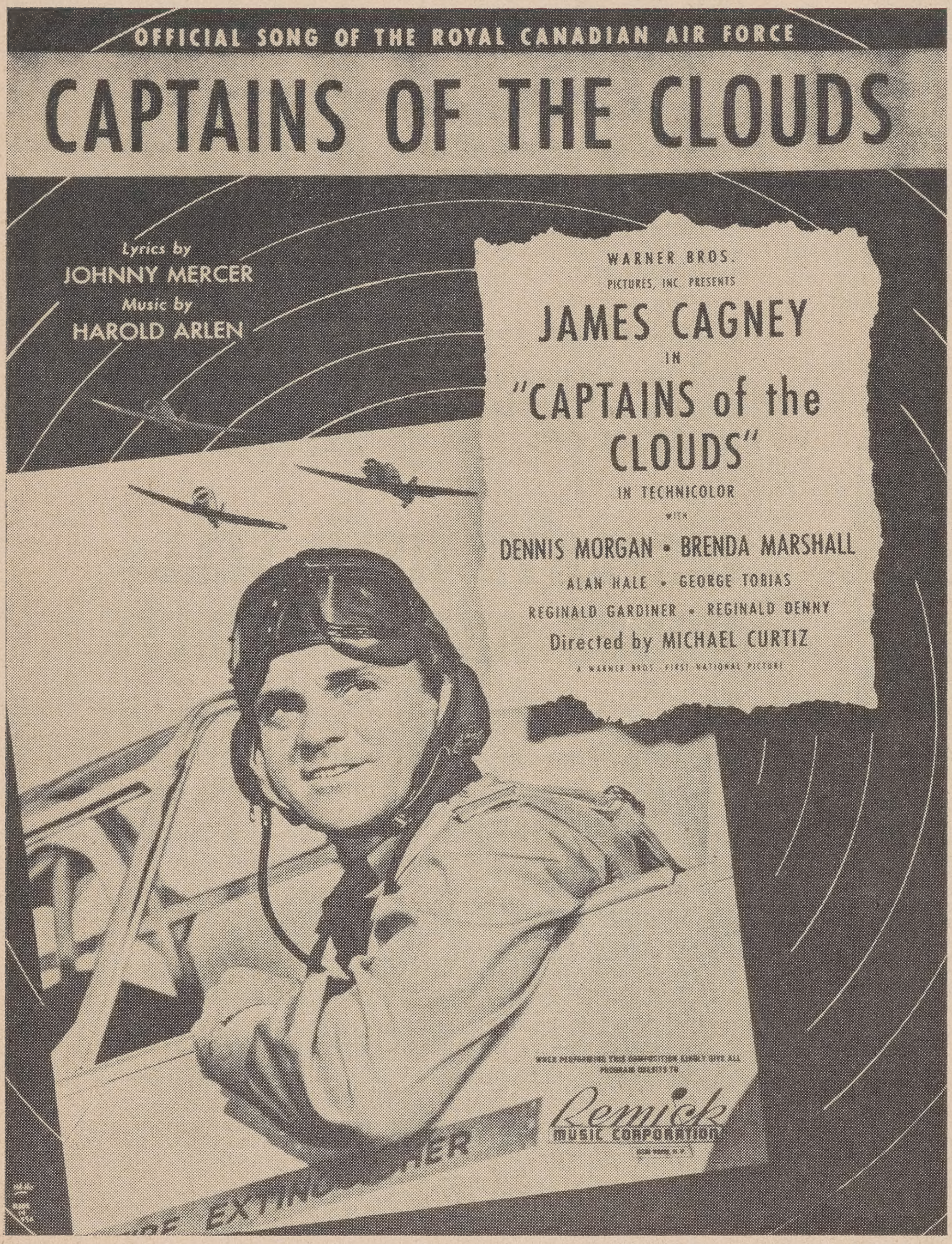
Serialized by Harry Lee

Pick up heading for advance newspaper ad to pre-sell this feature!

Newspaper Pre-Sells This Feature With Ads:

READ
The-Movie-of-the-Week
The RCAF Wings Its Way to Victory!
"CAPTAINS OF THE CLOUDS"
First Chapter in Monday's
DAILY NEWS

2 ROUSING SONG HITS!


OFFICIAL SONG OF THE ROYAL CANADIAN AIR FORCE
CAPTAINS OF THE CLOUDS
Lyrics by JOHNNY MERCER
Music by HAROLD ARLEN
WARNER BROS. PICTURES, INC. PRESENTS
JAMES CAGNEY IN "CAPTAINS of the CLOUDS"
IN TECHNICOLOR
with
DENNIS MORGAN • BRENDA MARSHALL
ALAN HALE • GEORGE TOBIAS
REGINALD GARDINER • REGINALD DENNY
Directed by MICHAEL CURTIZ
A WARNER BROS.-FIRST NATIONAL PICTURE
Remick MUSIC CORPORATION

FREE! Title sheet reprints of each song available in limited quantities. For your supply write or wire the respective publishers:

"CAPTAINS OF THE CLOUDS"
Mr. Norris Konheim
Remick Music Corp.
1250 Sixth Avenue, N. Y. C.

"BLESS 'EM ALL"
Mr. Leonard Greene
Sam Fox Publishing Co.
1250 Sixth Avenue, N. Y. C.

These are the songs the RCAF sings as it wings its way through the skies. "Captains of the Clouds" has been named the official song of the Royal Canadian Air Force; "Bless 'Em All" is one of its fighting tunes . . . and growing more popular every day. Both come to you now in "Captains of the Clouds" backed by the timeliest music promotion in years with all-out cooperation from publishers, bands, singers, recording artists, radio — and your local music stores. Here are your promotion angles:

1. **Get these numbers played and sung by every band and singer in the hotels, night clubs, cafes and on the air.**
2. **Title sheets in full color (available free in limited quantities) on music store windows and counters and in your lobby well in advance of your playdate.**
3. **Co-op newspaper ads by local music stores featuring songs and tying in with playdate.**
4. **Everybody joins in at a song fest in lounge or in theatre, with words flashed on screen.**

BLESS 'EM ALL
From the Great WARNER BROS. PICTURE starring
JAMES CAGNEY
CAPTAINS OF THE CLOUDS
TECHNICOLOR
DENNIS MORGAN • BRENDA MARSHALL
ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER • REGINALD DENNY
Directed by MICHAEL CURTIZ
VICTOR
27407-B
BLESS 'EM ALL-Vocadance
DECCA
BLESS 'EM ALL
THE JESTERS
3932 A

VICTOR: "Bless 'Em All"—Barry Wood (Victor 27407);
"Bless 'Em All"—Art Kassel (Bluebird B-11133).

DECCA: "Bless 'Em All"—The Jesters (Decca 3932).

Here's Your Follow-Through!

JUKE BOX DISPLAYS, as shown below, can be prepared locally by your sign shop for spotting on top of juke boxes in all cafes and restaurants in town. Insert still "CC 734" in each display card. Order stills from the Warner Bros. Campaign Plan Editor, 321 West 44th Street, New York City—10c each.

Make Your First Choice

"BLESS 'EM ALL"—No. 5

See and hear James Cagney and Alan Hale sing "Bless 'Em All" in Warner Bros.'

"CAPTAINS OF THE CLOUDS"

STRAND THEATRE PLAYDATE

Use similar display cards in windows and on counters in music stores and in theatre lobby.

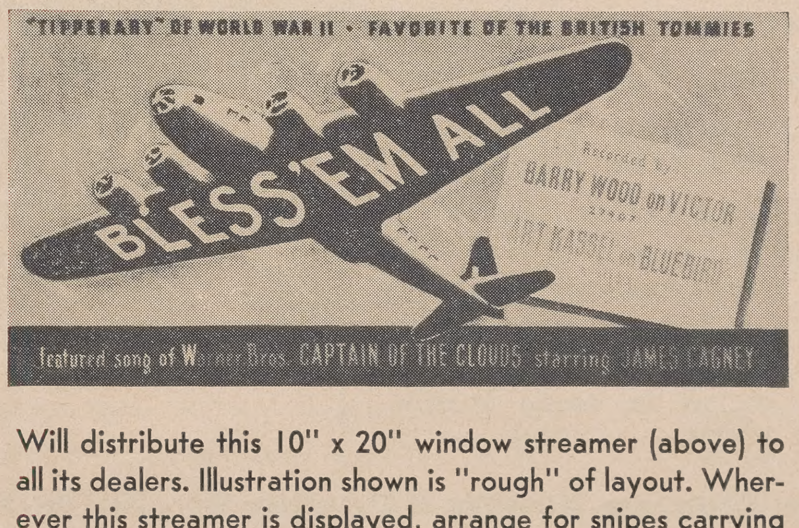
FULL WINDOW DISPLAYS can be arranged by using an aviation background for the two songs. Background material consists of airplane cutout from 24-sheet, colored air photos, United States and Canadian flags, models or pictures of fighter and bomber planes, any actual airplane equipment you can obtain, air force recruiting posters plus the regular window display cards.

LOCAL GLEE CLUB features the two songs over local radio station in connection with a special "Buy Defense Bonds" program and on your stage as opening night highlight.

RECORDS AS PRIZES in any contests or bally activities. See local music shop about promoting necessary records in return for which dealer gets credit in contest publicity. Perhaps supply of records can be promoted for matinee door prizes via lucky numbers.

—PLUS NATIONAL BALLY BY VICTOR, DECCA!

VICTOR: Has pre-sold its recording with special advance publicity and art plus promotional material in "Phono-Graphic Magazine," distributed to over 10,000 juke box establishments; in "Record News" (14,000 dealers); in "Record Review" (150,000 subscribers); in "Master's Voice" (500,000 music buyers).


"TIPPERARY" OF WORLD WAR II • FAVORITE OF THE BRITISH TOMMIES
BLESS 'EM ALL
Recorded by
BARRY WOOD on VICTOR
ART KASSEL on BLUEBIRD
featured song of Warner Bros. CAPTAIN OF THE CLOUDS starring JAMES CAGNEY

Will distribute this 10" x 20" window streamer (above) to all its dealers. Illustration shown is "rough" of layout. Wherever this streamer is displayed, arrange for snipes carrying your theatre title and playdate.

DECCA: Will back its recording with a national promotion campaign supported by your local Decca dealer. See him early for cooperative exploitation using any or all of the ideas suggested above.

Newspaper Song Bally on Next Page

Pre-sold in the Warner Bros. Manner with Simultaneous Premieres in New York, London, Ottawa and Cairo!

Songs for Victory!

5-DAY NEWSPAPER CONTEST

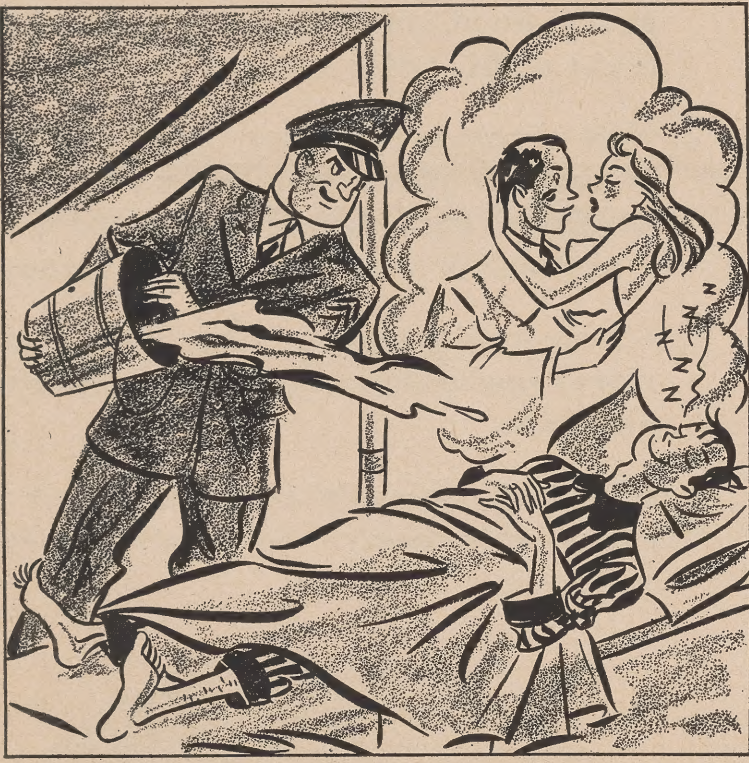
[FIRST DAY]

Win Cash Prizes for Victory Song Lyrics

A nation fights with its songs as well as its armies. When the hell-riders of the heavens, the fighting pilots of the Royal Canadian Air Force, roar through the skies their favorite song is "Bless 'Em All." It's a proud, stirring, confident song. So, the Daily News, in conjunction with the Strand Theatre, where Warner Bros.' "Captains of the Clouds," starring James Cagney in the thrilling technicolor story of the RCAF, opens next Friday, offers (list prizes) for the ten best original choruses of "Bless 'Em All" sent to the Daily News.

Jimmy Cagney and Alan Hale sing this song in "Captains of the Clouds." One of the choruses will be published here each day for your inspiration. So start now writing a catchy new chorus to "Bless 'Em All."

CAPTAINS OF THE CLOUDS
Song Lyric Contest NO. 1



Bless 'em all, Bless 'em all,
The long and the short and the tall,
Bless the kind Sergeant who tucks you in bed,
Then brings ice-water to cool off your head.
That's a new one, on me, after all,
It must be a dream I recall.
No ice-cream and cookies for flat footed rookies,
So, cheer up, my lads, Bless 'em all!

© Sam Fox Pub. Co.

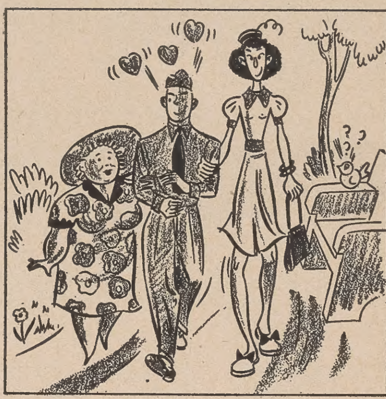
Just write six additional lines to this chorus and send to "Captains of the Clouds," Daily News, City.

Bless 'em all, Bless 'em all,
The long and the short and the tall,
. . . .

The sprightly, stirring lyrics of the song, "Bless 'Em All," ***(see page 5 for music promotion)*** **serve as basis of an interesting contest in which readers write additional choruses—virtual songs for victory—for prizes of cash or theatre tickets. Five illustrated choruses, one for each of five days, are available on one mat. First day's contest is shown actual size, others in reduced size. Order "Contest Mat CC 501B — 75c — from Warner Bros. Campaign Plan Editor, 321 W. 44th St., N. Y. C.**

[SECOND DAY]

CAPTAINS OF THE CLOUDS
Song Lyric Contest NO. 2

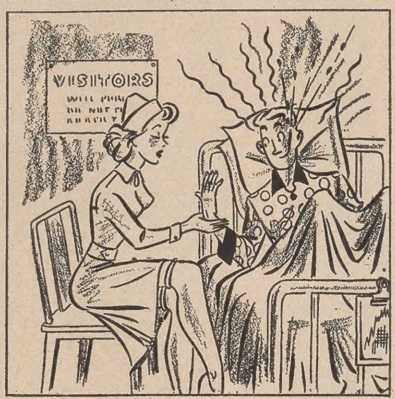


Bless 'em all, Bless 'em all,
The long and the short and the tall,
Bless all the blondies and all the brunettes,
Each lad is happy to take what he gets,
'Cause we're giving the eye to them all,
The ones that attract or appall;
Maud, Maggie or Susie, you can't be too choosey,
When you're in Camp, Bless 'em all!

© Sam Fox Pub. Co.

[THIRD DAY]

CAPTAINS OF THE CLOUDS
Song Lyric Contest NO. 3

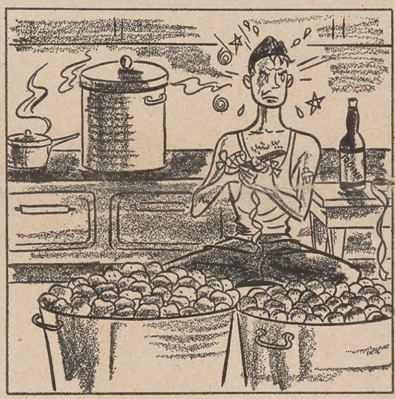


Bless 'em all, Bless 'em all,
The long and the short and the tall,
Bless all the nurses when you're in dry dock,
You know your temp'rature's firm as a rock,
But, when one feels your pulse you feel small,
And you know that you've had a close call,
No ice-cream and cookies for flat footed rookies,
So, cheer up, my lads, Bless 'em all!

© Sam Fox Pub. Co.

[FOURTH DAY]

CAPTAINS OF THE CLOUDS
Song Lyric Contest NO. 4

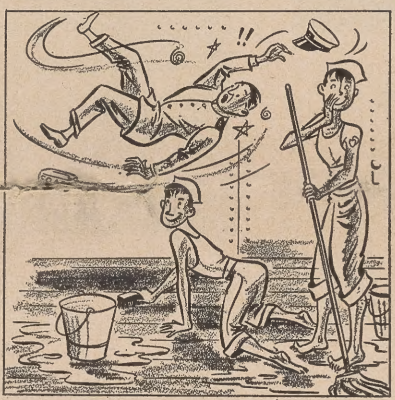


Bless 'em all, Bless 'em all,
The long and the short and the tall,
Bless the potatoes that we have to skin,
Each day we're taking it right on the chin.
When the weather gets cold in the Fall,
There'll be no one to hand us a shawl,
No ice-cream and cookies for flat footed rookies;
So, cheer up, my lads, Bless 'em all!

© Sam Fox Pub. Co.

[FIFTH DAY]

CAPTAINS OF THE CLOUDS
Song Lyric Contest NO. 5



Bless 'em all, Bless 'em all,
The long and the short and the tall,
Bless the Commander whose deck we must scrub;
Bless the Chief Steward who hands out the grub,
Though we'd rather be caught in a squall,
Than dine on that wormwood and gall.
No ice-cream and cookies for flat footed rookies,
So, cheer up, my lads, Bless 'em all!

© Sam Fox Pub. Co.

Copyright is waived to newspapers and magazines.

2 Novelties to Please 'Em All!

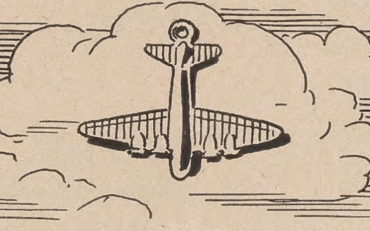
"CAPTAINS of the CLOUDS"

WEAR THIS EMBLEM
to tell the world that the
ROYAL CANADIAN AIR FORCE IS WINGING TO VICTORY!

Warner Bros. presents JAMES CAGNEY in
"CAPTAINS OF THE CLOUDS"
No story of the air can ever compare!
In TECHNICOLOR

IMPRINT

HAPPY, SCRAPPY LANDING!



JAMES CAGNEY
and the ROYAL CANADIAN AIR FORCE
in
"CAPTAINS OF THE CLOUDS"
Most Spectacular Air Story Ever Filmed
in TECHNICOLOR

* * * * * * * * * * * * * * *

SEE them ferry the Bombers!
them massacre the Messerschmidts!
these hell-riders roar through the skies!

* * * * * * * * * * * * * * *

(THEATRE IMPRINT)

GOLD RCAF EMBLEM

Gold metallic card (illustrated above actual size — 5" x 3¼") sells your playdate. Die-cut emblem at top can be removed and used as coat emblem. Pin provided. PRICE (includes imprint and pins) . . . . . . $8.00 per M.

METAL PLANE→

Card (actual size: 4" x 6½") carries exciting sales message plus "flying fortress" metal charm (1¼" wide). Planes inserted in cards locally. PRICE . . . . $9.50 per M

Order all novelties direct from Economy Novelty & Printing Co., 225 W. 39th St., N. Y. C.

TIE IN RED CROSS DRIVE WITH PLAYDATE

Use this still to tie in your showing with the current Red Cross drive locally. Posters can be made up for distribution at Red Cross headquarters, collection centers, theatre lobby and store windows and counters featuring photo blow-up and this copy: GIVE to the Red Cross . . . GIVE yourself a treat by seeing Dennis Morgan in "Captains of the Clouds," starring James Cagney, at the Strand Theatre.

Order still CC 171—10c — from Campaign Plan Editor, 321 W. 44th St., New York City.

DISPLAYS HELP SELL BONDS AND PLAYDATE

Tie in with stores where defense stamps and bonds are sold. You can accomplish this easily and at little cost with a series of 11" x 14" cards on which are mounted 8" x 10" stills from your Vitagraph Exchange set. Copy on cards:

Keep 'Em Flying . . . America's
CAPTAINS OF THE CLOUDS
BUY U. S. DEFENSE BONDS AND STAMPS
See
JAMES CAGNEY
in Warner Bros.'
"CAPTAINS OF THE CLOUDS"

Add theatre credits. For similar type counter cards, mount stills on 8" x 10" boards and use corner cards with same copy. Local defense bonds sales headquarters will aid you in the spotting and distribution of these displays.

MODEL PLANE CONTEST TO GET AVIATION FANS

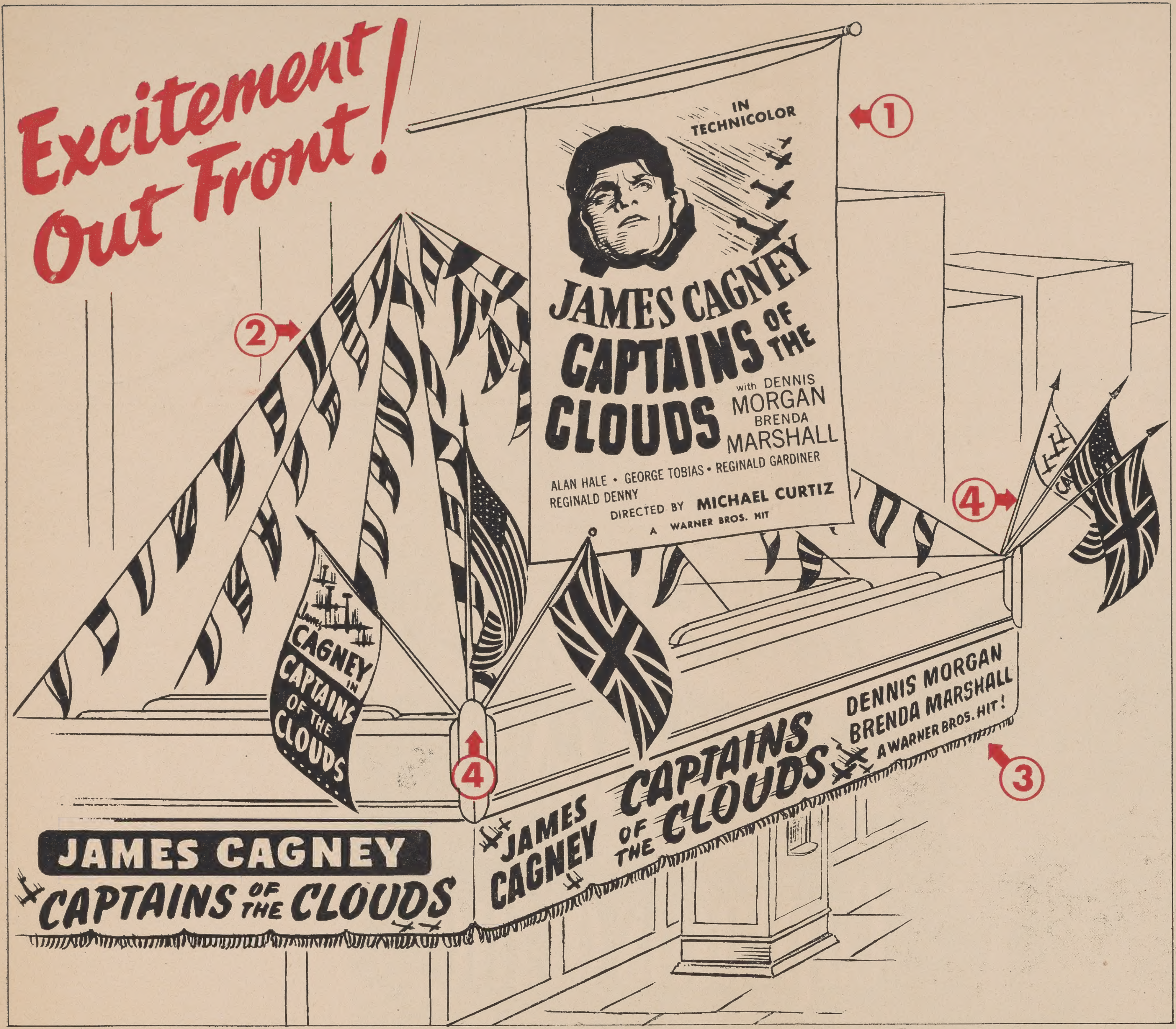
Get after local model plane builders to enter contest for best replicas of modern fighter and bomber planes. Contact your newspaper for cooperation with publicity stories and pictures of winning models. Use best entries for lobby display. Still CC 735 (at right), showing George Tobias holding model of Lockheed-Hudson bomber, available for contest use. Order from the Warner Bros. Campaign Plan Editor, 321 West 44th Street, New York City.

"MILITARY" PREMIERE FOR YOUR SHOWING

Surround your opening day activities with a "military" atmosphere, including flags and bunting (see opposite page); contingent of men in uniform as invited guests; military band provided by your local American Legion Fife and Drum Corps, and a parade to your theatre of the home town Boy Scouts, Sea Scouts, Cadet Corps and other uniformed organizations. Top the ceremonies with a precision drill staged by the young cadets in front of your theatre. Garb ushers and officials in the service hat available at your Vitagraph Exchange (see details on page 19).

"Socko air adventure with timely patriotic appeal. Big b.o. and geared for holdovers generally!" —*VARIETY*

Excitement Out Front!


IN TECHNICOLOR
JAMES CAGNEY
CAPTAINS OF THE CLOUDS
with DENNIS MORGAN
BRENDA MARSHALL
ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER
REGINALD DENNY
DIRECTED BY MICHAEL CURTIZ
A WARNER BROS. HIT
①
②
③
④
④
James Cagney in Captains of the Clouds
JAMES CAGNEY
CAPTAINS OF THE CLOUDS
JAMES CAGNEY
CAPTAINS OF THE CLOUDS
DENNIS MORGAN
BRENDA MARSHALL
A WARNER BROS. HIT!

— *Marquee Power*

Here are four great items to put all the color and excitement of your showing out front for everybody to see. Items are described below and keyed in the illustration at left.

1. GIANT FLAG,

10 x 15 feet, two-sided, done in three colors. Low rental price.

2. STREAMERS,

colored assortment, twelve pennants to a string; each pennant 22" x 32"; each string 50 feet. Price: $2.00 per string, C.O.D.

3. VALANCE

of transparent silk, made to fit your marquee. Prepared in three colors with heavy silk fringe. Low rental price.

4. FLAGS,

in clusters of three, consisting of American, British and special "Captains of the Clouds" standards. Each flag 3 x 5 feet attached to 8-foot spearhead. Also fits lobby and sidewalk brackets. Rental: $10.00 per set of three.

Order all material direct from HOLLYWOOD ADVERTISING CO., 600 West 45th Street, New York City. All prices F.O.B. New York

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Lobby action!

"SEE" DISPLAY

Tell 'em they MUST SEE the year's most spectacular action in "Captains of the Clouds." Tell 'em with a "SEE" display board, illustrating the following copy with stills selected from your Vitagraph Exchange set. For extra eye-appeal, color the stills and place flasher lights behind each.

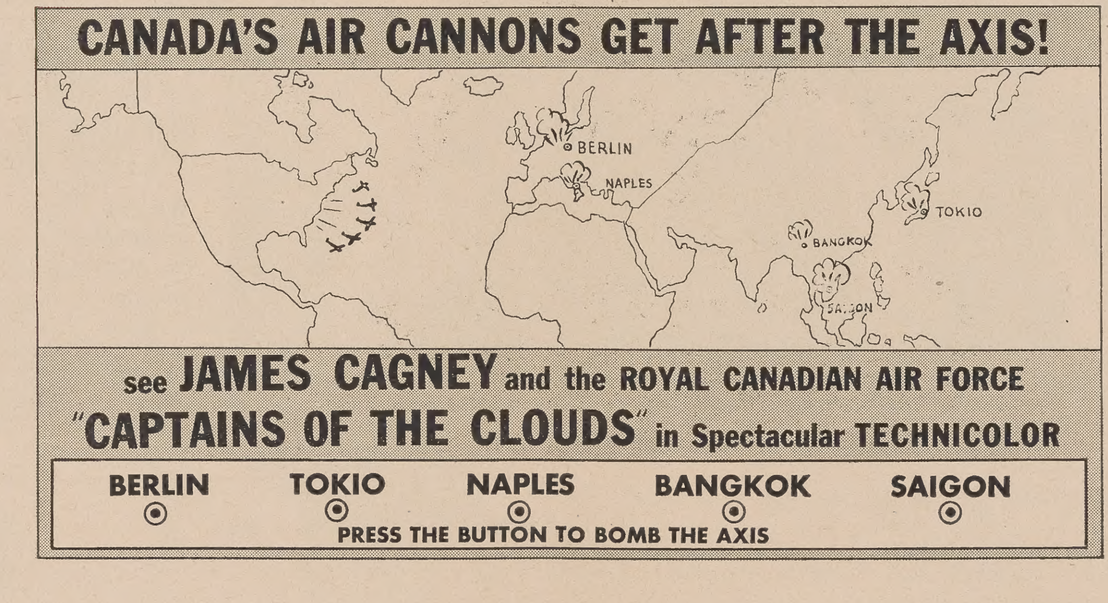
SEE Canada's air cannon get after the Axis!
SEE the hell-riders of the heavens ferry the bombers!
SEE them massacre the Messerschmitts!
SEE the Royal Canadian Air Force wing into action!
SEE the RCAF dive, train and fly headlong to Victory!
SEE a story so full of spectacle and glory, it had to be in TECHNICOLOR!
SEE Cagney with Brenda . . . his technicolor technique is something to watch!

RCAF IN ACTION!

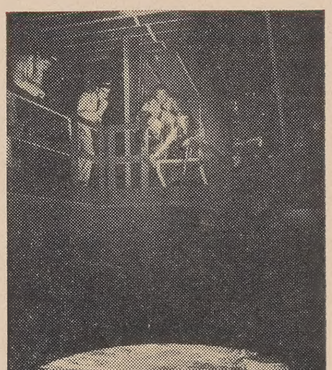
Build a "flash news" display board in lobby on which you place the latest news and photo clippings obtained from your local newspaper concerning the Royal Canadian Air Force in action on the world's far-flung war fronts. If possible obtain actual photos from newspaper.

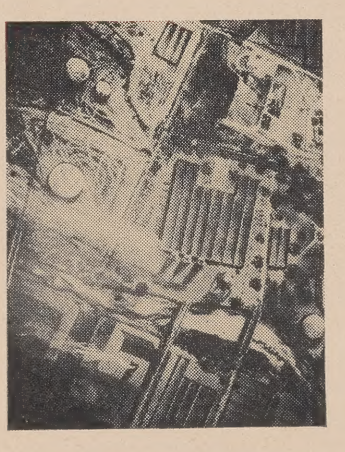
PATRONS "BOMB" AXIS TARGETS!

Place a large map of the world on lobby set piece with red bulbs spotted over Berlin, Tokio, Naples, Bangkok, Saigon. Connect lights by wire to buttons in front of display labeled with these same cities. Also connect sound effect so that when patron presses "Berlin" button, light will flash on map over "Berlin," accompanied by sound effect of bomb blast. Suggested set-up is illustrated below:


CANADA'S AIR CANNONS GET AFTER THE AXIS!
BERLIN
NAPLES
TOKIO
BANGKOK
SAIGON
see JAMES CAGNEY and the ROYAL CANADIAN AIR FORCE
"CAPTAINS OF THE CLOUDS" in Spectacular TECHNICOLOR
BERLIN ⊙
TOKIO ⊙
NAPLES ⊙
BANGKOK ⊙
SAIGON ⊙
PRESS THE BUTTON TO BOMB THE AXIS

— *Plus "Bomb Sight" Display:*

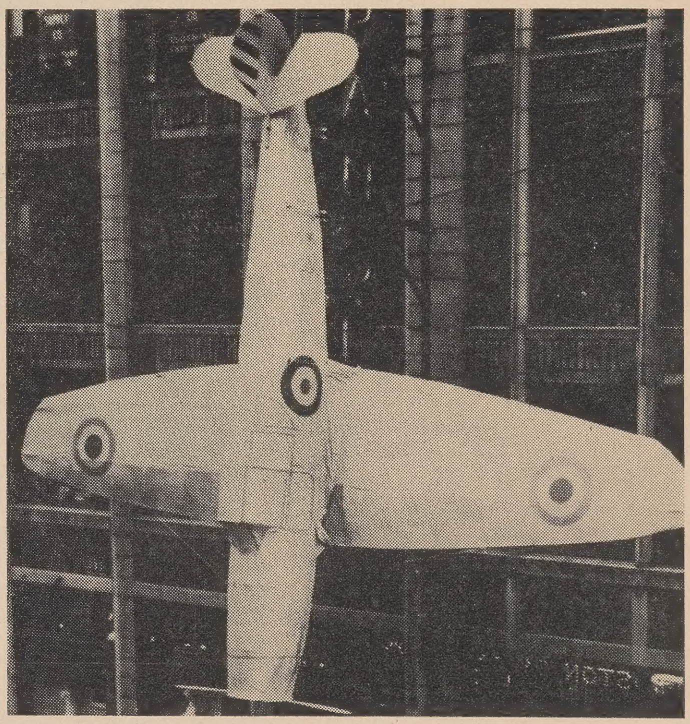




Together with display above show how RCAF bombardiers are trained. Three stills (shown above), plus captions, showing indoor "bomb sight" practice available for display. Order "CC Bomb Practice Stills—set of 3—25c—from Campaign Plan Editor, 321 West 44th St., N. Y. C.

— *More for Out Front!*

AIRPLANE LANDS!

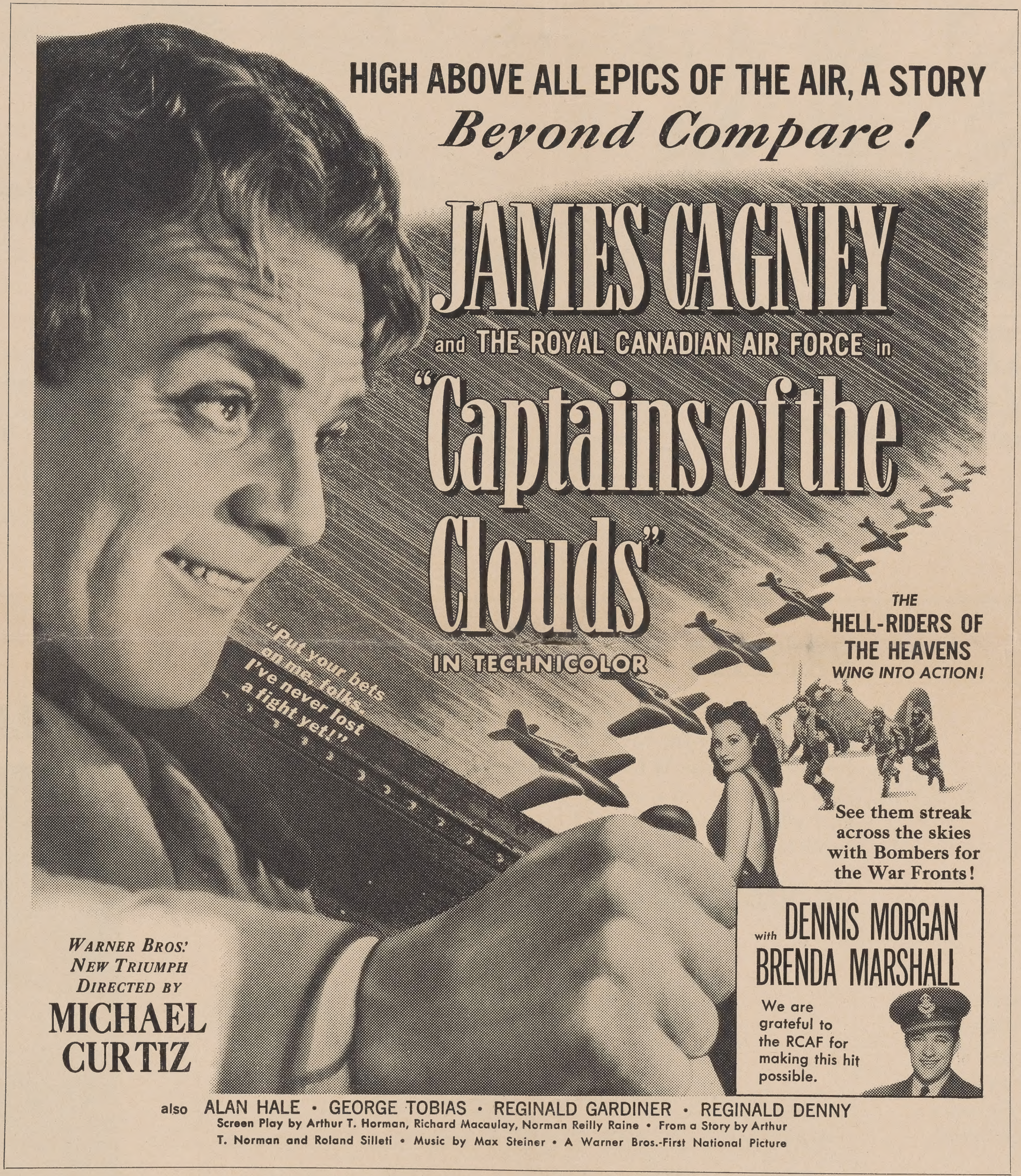


Sign shop builds a model plane to be hung across facade of building over marquee as shown. It's a great attention-getter! A similar effect can be obtained by cutting out and mounting the bomber illustration on the 24-sheet (see back cover). Paint title across wing spread. For extra effect, light the display at night with spotlights on marquee.

TECHNICOLOR FRONT

Sell your showing as "the most spectacular story ever filmed in Technicolor" — right on your marquee! In place of the regular block letters, prepare a canvas display to mask the full marquee with colored instead of white lights, behind. Ads and posters will suggest art and copy.

"It is a picture for all the theatres and all the people of the United States."—*MOTION PICTURE HERALD*



HIGH ABOVE ALL EPICS OF THE AIR, A STORY
Beyond Compare!

JAMES CAGNEY
and THE ROYAL CANADIAN AIR FORCE in
"Captains of the Clouds"
IN TECHNICOLOR

"Put your bets on me, folks. I've never lost a fight yet!"

THE
HELL-RIDERS OF THE HEAVENS
WING INTO ACTION!

See them streak across the skies with Bombers for the War Fronts!

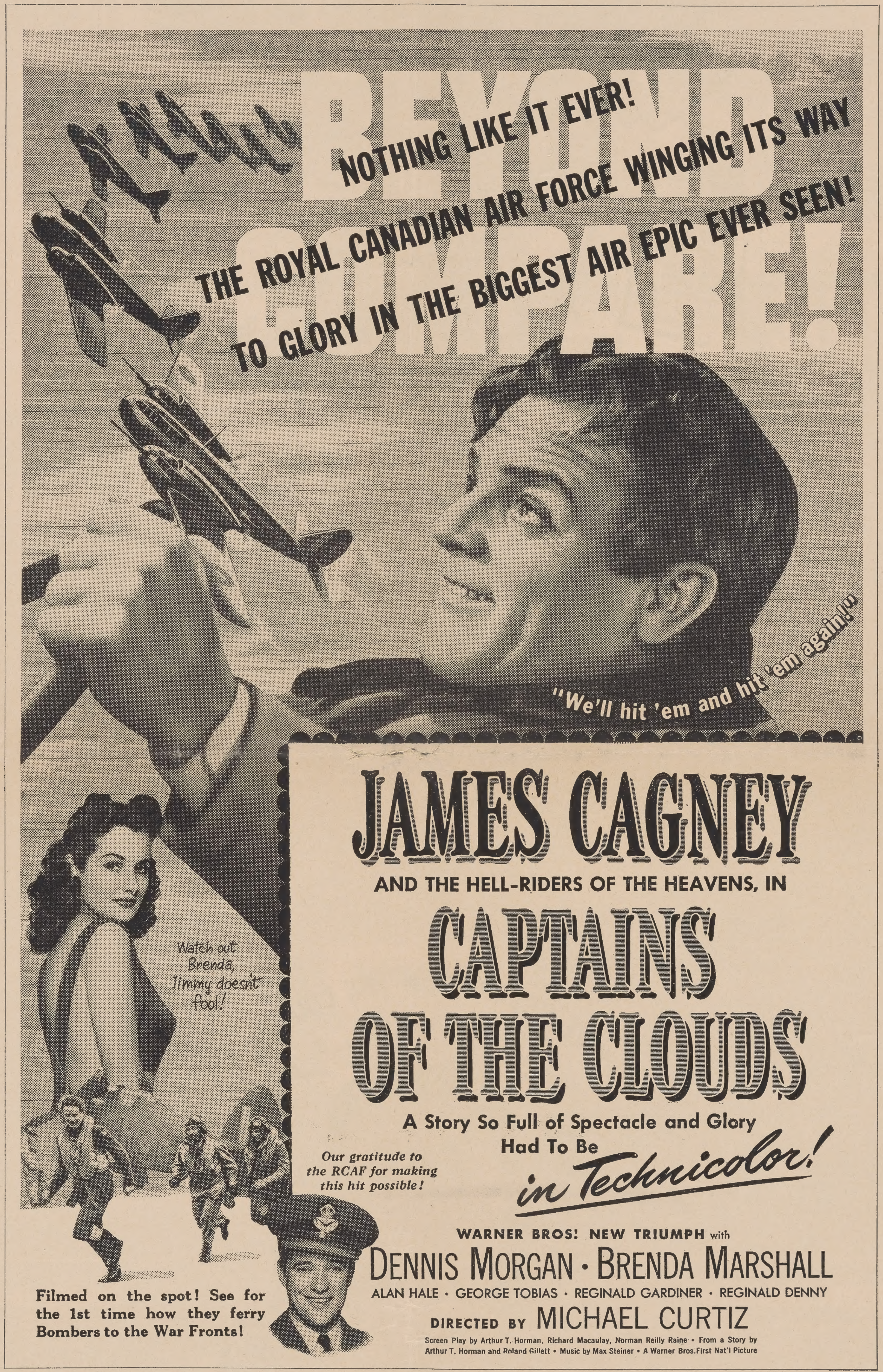
with **DENNIS MORGAN**
BRENDA MARSHALL

We are grateful to the RCAF for making this hit possible.

WARNER BROS.' NEW TRIUMPH
DIRECTED BY
MICHAEL CURTIZ

also ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER • REGINALD DENNY
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Norman and Roland Silleti • Music by Max Steiner • A Warner Bros.-First National Picture

Mat 403 - 9½ inches x 4 columns (524 lines) - 60¢



BEYOND COMPARE!

NOTHING LIKE IT EVER!
THE ROYAL CANADIAN AIR FORCE WINGING ITS WAY
TO GLORY IN THE BIGGEST AIR EPIC EVER SEEN!

"We'll hit 'em and hit 'em again!"

JAMES CAGNEY

AND THE HELL-RIDERS OF THE HEAVENS, IN

CAPTAINS OF THE CLOUDS

A Story So Full of Spectacle and Glory
Had To Be
in Technicolor!

Watch out Brenda, Jimmy doesn't fool!

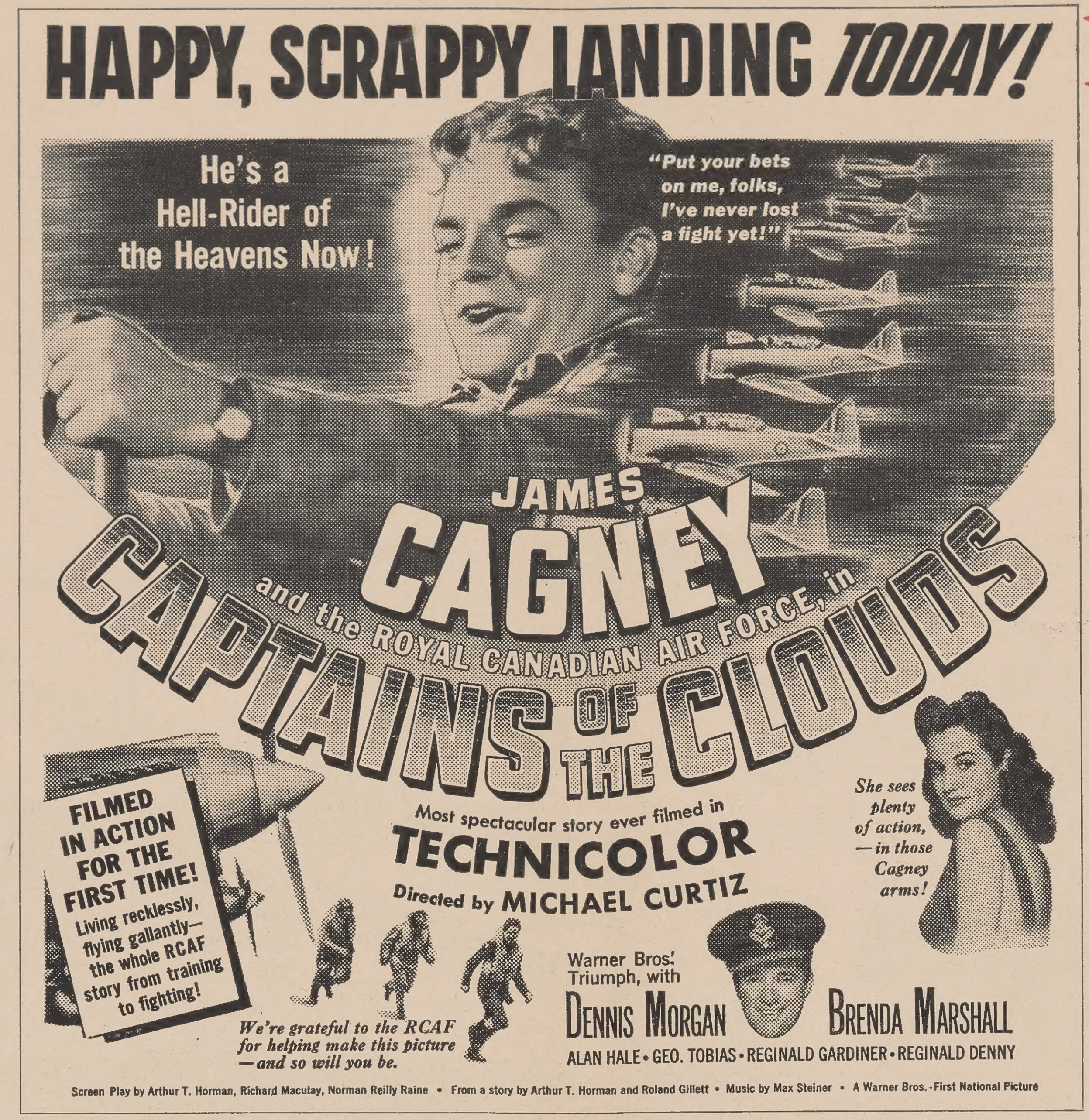
Our gratitude to the RCAF for making this hit possible!

Filmed on the spot! See for the 1st time how they ferry Bombers to the War Fronts!

WARNER BROS! NEW TRIUMPH with
DENNIS MORGAN · BRENDA MARSHALL
ALAN HALE · GEORGE TOBIAS · REGINALD GARDINER · REGINALD DENNY
DIRECTED BY MICHAEL CURTIZ
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner • A Warner Bros.First Nat'l Picture

Mat 402 - 12½ inches x 4 columns (704 lines) - 60¢

(For 3-column size of this ad, see page 14.)



HAPPY, SCRAPPY LANDING *TODAY!*

He's a Hell-Rider of the Heavens Now!

"Put your bets on me, folks, I've never lost a fight yet!"

JAMES CAGNEY and the ROYAL CANADIAN AIR FORCE, in CAPTAINS OF THE CLOUDS

FILMED IN ACTION FOR THE FIRST TIME! Living recklessly, flying gallantly—the whole RCAF story from training to fighting!

Most spectacular story ever filmed in TECHNICOLOR

Directed by MICHAEL CURTIZ

She sees plenty of action, —in those Cagney arms!

We're grateful to the RCAF for helping make this picture —and so will you be.

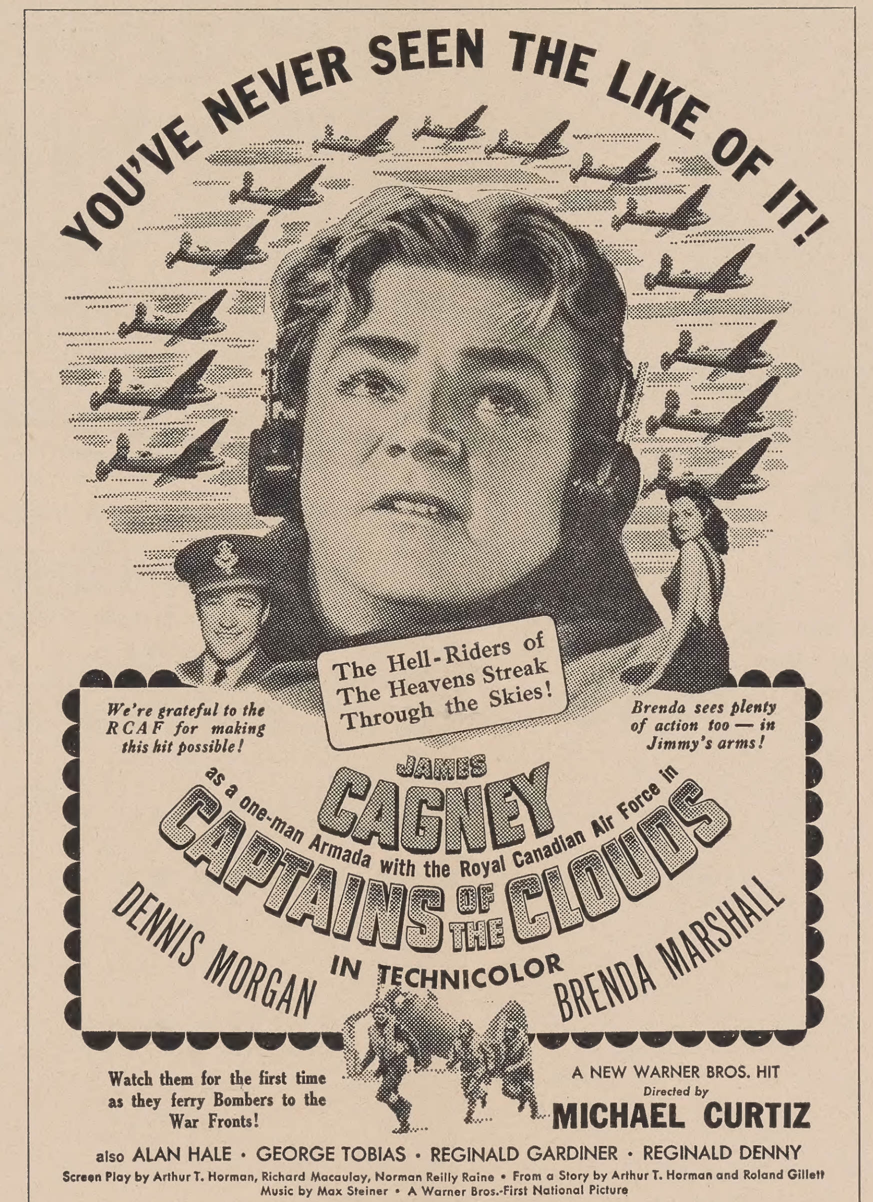
Warner Bros.' Triumph, with DENNIS MORGAN BRENDA MARSHALL

ALAN HALE • GEO. TOBIAS • REGINALD GARDINER • REGINALD DENNY

Screen Play by Arthur T. Horman, Richard Maculay, Norman Reilly Raine • From a story by Arthur T. Horman and Roland Gillett • Music by Max Steiner • A Warner Bros.-First National Picture

Watch The Day!

Mat 302 - 6¼ inches x 3 columns (267 lines) - 45¢



YOU'VE NEVER SEEN THE LIKE OF IT!

The Hell-Riders of The Heavens Streak Through the Skies!

We're grateful to the RCAF for making this hit possible!

Brenda sees plenty of action too — in Jimmy's arms!

JAMES CAGNEY as a one-man Armada with the Royal Canadian Air Force in CAPTAINS OF THE CLOUDS

DENNIS MORGAN IN TECHNICOLOR BRENDA MARSHALL

Watch them for the first time as they ferry Bombers to the War Fronts!

A NEW WARNER BROS. HIT

Directed by MICHAEL CURTIZ

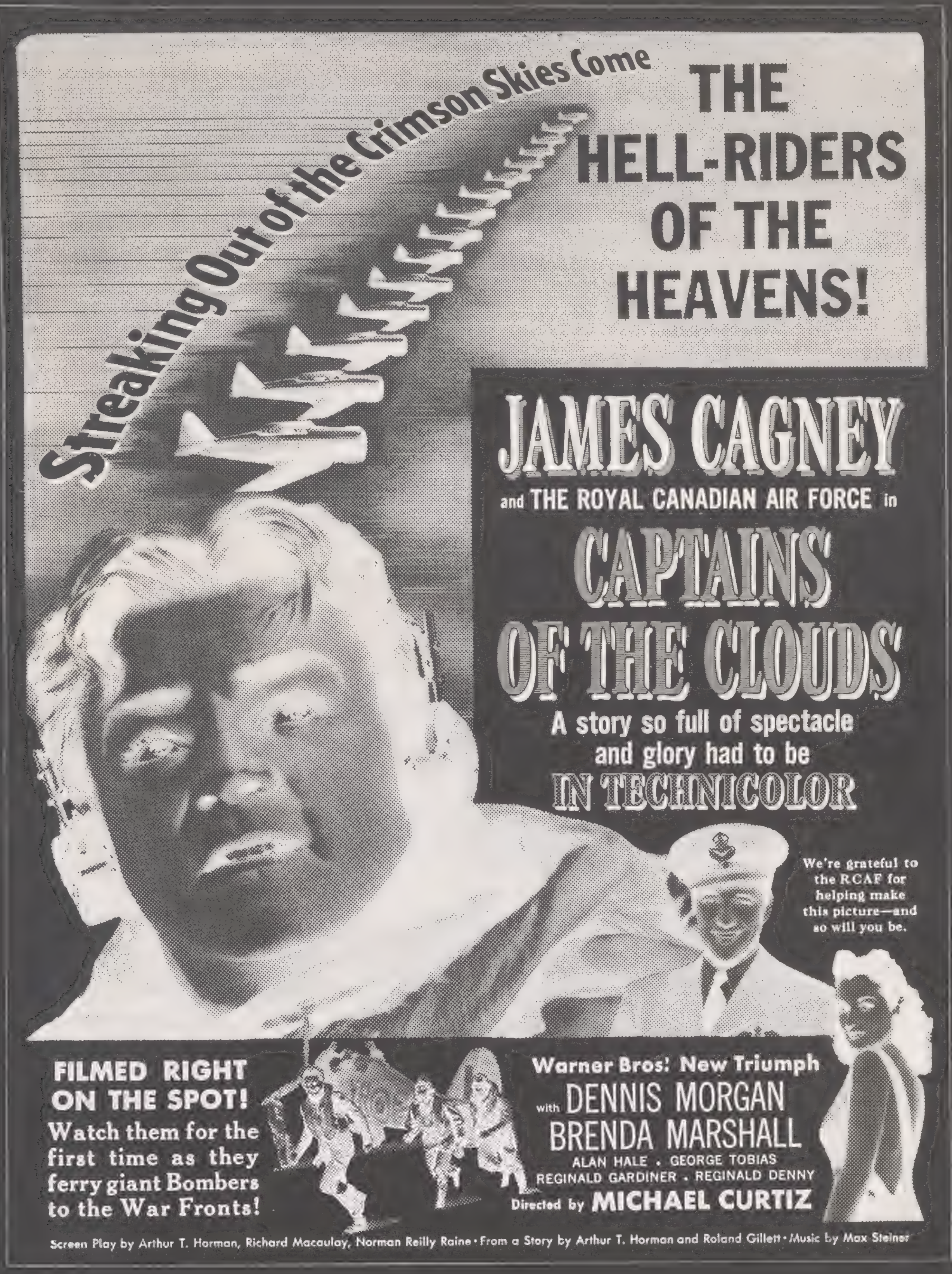
also ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER • REGINALD DENNY

Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett
Music by Max Steiner • A Warner Bros.-First National Picture

Mat 213 - 6 inches x 2 columns (168 lines) - 30¢

This ad also available in 3-column size.

Order Mat 304—9 inches x 3 columns (381 lines)—45c



Streaking Out of the Crimson Skies Come

THE HELL-RIDERS OF THE HEAVENS!

JAMES CAGNEY

and THE ROYAL CANADIAN AIR FORCE in

CAPTAINS OF THE CLOUDS

A story so full of spectacle and glory had to be IN TECHNICOLOR

We're grateful to the RCAF for helping make this picture—and so will you be.

FILMED RIGHT ON THE SPOT!

Watch them for the first time as they ferry giant Bombers to the War Fronts!

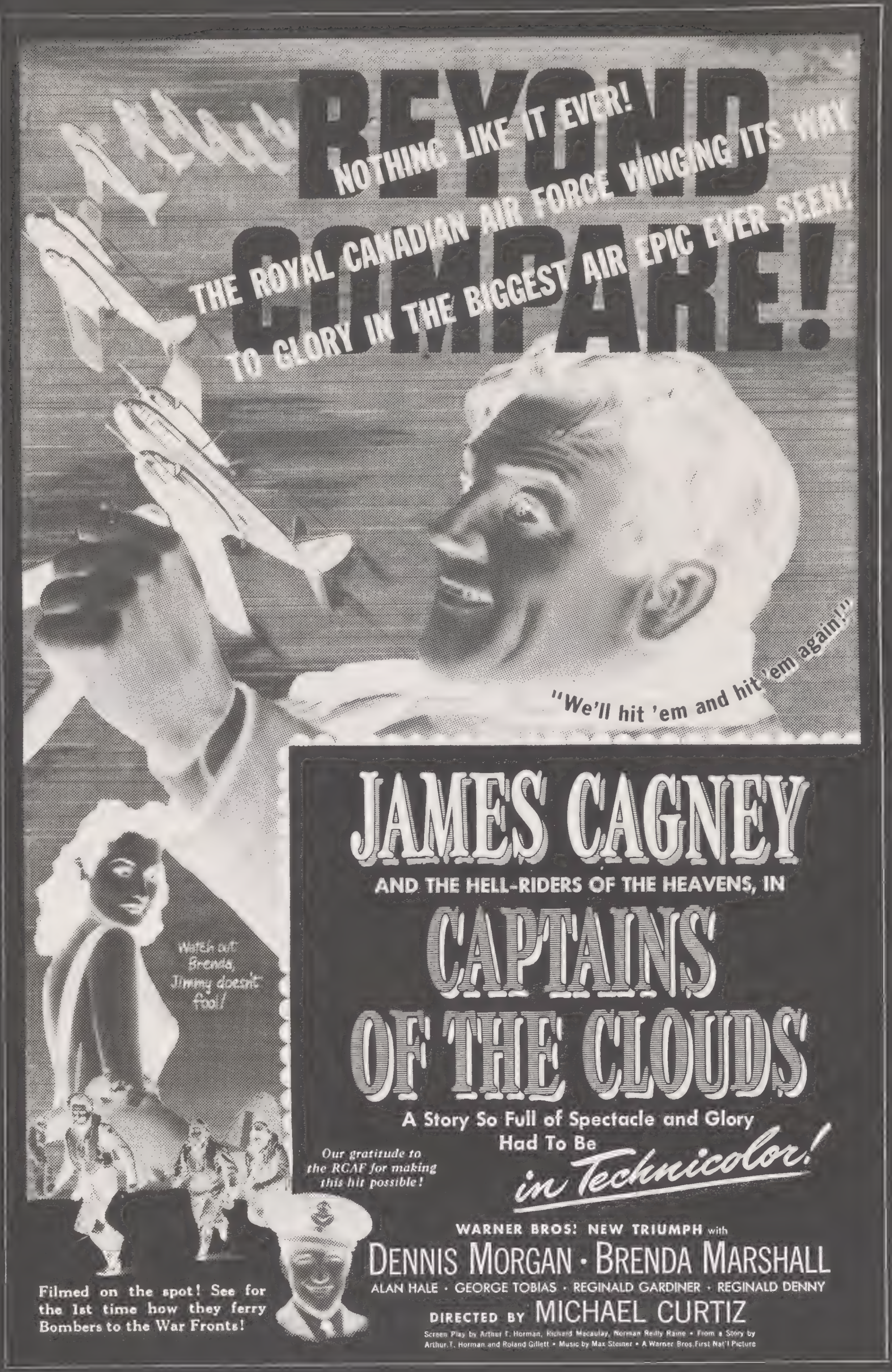
Warner Bros.' New Triumph

with DENNIS MORGAN
BRENDA MARSHALL
ALAN HALE . GEORGE TOBIAS
REGINALD GARDINER . REGINALD DENNY
Directed by MICHAEL CURTIZ

Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner

Mat 301 - 8 inches x 3 columns (339 lines) - 45¢

(For 4-column size of this ad, see page 11.)



BEYOND COMPARE!

NOTHING LIKE IT EVER!

THE ROYAL CANADIAN AIR FORCE WINGING ITS WAY TO GLORY IN THE BIGGEST AIR EPIC EVER SEEN!

"We'll hit 'em and hit 'em again!"

JAMES CAGNEY

AND THE HELL-RIDERS OF THE HEAVENS, IN

CAPTAINS OF THE CLOUDS

A Story So Full of Spectacle and Glory Had To Be *in Technicolor!*

Watch out Brenda, Jimmy doesn't fool!

Our gratitude to the RCAF for making this hit possible!

Filmed on the spot! See for the 1st time how they ferry Bombers to the War Fronts!

WARNER BROS.' NEW TRIUMPH with
DENNIS MORGAN · BRENDA MARSHALL
ALAN HALE · GEORGE TOBIAS · REGINALD GARDINER · REGINALD DENNY
DIRECTED BY MICHAEL CURTIZ

Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner • A Warner Bros.First Nat'l Picture

Mat 303 - 9½ inches x 3 columns (396 lines) - 45c

(For 4-column size of this ad, see page 9.)

SELLS ALL THE ANGLES **WARNER BROS. TRAILER** RIGHT FROM YOUR SCREEN

OFFICIAL BILLING

WARNER BROS.	40%
Pictures, Inc. Presents	5%
JAMES CAGNEY	100%
in	
"CAPTAINS OF THE CLOUDS"	100%
In Technicolor	30%
with	
DENNIS MORGAN — BRENDA MARSHALL	75%
ALAN HALE — GEORGE TOBIAS — REGINALD GARDINER — REGINALD DENNY	20%
Directed by MICHAEL CURTIZ	25%
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine	3%
From a Story by Arthur T. Horman and Roland Gillett	2%
Music by Max Steiner	3%
A Warner Bros.-First National Picture	5%

VITAPHONE SHORTS SELECTIONS

TECHNICOLOR SPECIALS presents "Gay Parisian," featuring the world famous Ballet Russe de Monte Carlo. Lauded by critics and recipient of nationwide publicity, this outstanding subject is a "must" for theatremen. 7003 — Technicolor Specials — 20 mins.

MELODY MASTERS introduces "The Playgirls," a tuneful short featuring Hollywood's prettiest girl musicians and the Navy Blues Sextette. 7505 — Melody Masters — 10 mins.

HOLLYWOOD NOVELTIES brings to light some of the amazing mysteries of the University of California's famed Cyclotron, gigantic atom smashing machine, in "Miracle Makers." 7304 — Hollywood Novelties — 10 mins.

SPORTS PARADE presents all the thrills and excitement of the famous annual "Rodeo Roundup" at Pendleton, Oregon, with all the outstanding performers of this adventure-packed sport on hand. 7404 — Sports Parade (In Technicolor) — 10 mins.

LOONEY TUNES this time has Porky Pig as a guard in Asuza Zoo in "Who's Who In The Zoo." Laughs are the order of the day when you show this one. 7606 — Looney Tunes — 7 mins.

MERRIE MELODIES gives us "Aloha Hooey," introducing two new characters, Sammy Seagull and Cecil Crow, who are stardom-bound. 7711 — Merrie Melodies (In Technicolor) — 7 mins.

Shout its Greatness with

PUBLICITY

Cagney Stars in 'Captains of the Clouds' Film Epic of Canada's Daredevil Pilots

"Captains of the Clouds," brilliant Technicolor epic of the air, with James Cagney in the starring role, has been booked into the Strand Theatre, where it will start a local engagement on Friday. Brenda Marshall and Dennis Morgan head the featured cast which includes Alan Hale, George Tobias, Reginald Gardiner and Reginald Denny, as well as many officers of the Royal Canadian Air Force, with whose cooperation the picture was filmed.

Made on location in Canada, under the direction of Michael Curtiz, master of the outdoor action picture, "Captains of the Clouds" has the superb scenic background of one of the most picturesque locales in the Western Hemisphere. Played against this magnificent backdrop, is the action-packed and inspiring story of Canada's heroes of the air in arms against the Axis. It is the story of some men who came out of the bush country, the lakes and forests of Northern Canada, to fly against the Luftwaffe for the Royal Canadian Air Force.

"Captains of the Clouds" has Cagney cast as a sky-riding, hijacking bush pilot, a lone eagle who steals business right out from under the noses of the other pilots' planes. A bunch of the other pilots band together determined to "get" him, and they track him down at the home of a little spitfire of a French-Canadian girl, Brenda Marshall, who is engaged to one of the other pilots, played by Dennis Morgan. But their quarry has a fractured skull, an injury resulting from a playful tussle with the girl. Morgan flies him to the doctor in Ottawa and saves his life. In return, Cagney, when he has recovered, elopes with Brenda. They have a brief whirl together in the bright spots of Canada, Montreal, Quebec, Toronto. Then he leaves his new wife flat, explaining to her he only married her to save a good guy like Morgan from her. Back with some of his old pals in the bush country, they hear Prime Minister Churchill's "We Shall Never Surrender" speech, and they all agree on the spot to enlist in the RCAF.

They are chagrined, however, when they find that they are wanted in the service as instructors, not as fighter pilots. They are considered too old. Cagney finds the rules and regulations and the tedium of teaching almost unbearable, and finally gets into a serious scrape which results in his being kicked out of the service. Trying to prove their fitness for flying, he and one of his pals perform some aerobatics over a wings ceremony parade. The pal blacks out and is killed, but Cagney pulls out in time. For the escapade he is deprived of his civilian flying license.

In a last desperate attempt to fight the enemy in the air, Cagney takes his dead pal's papers and applies for the job of flying a bomber to England. Morgan turns out to be the officer in charge of the squadron, but he decides to give Cagney his chance and assigns him to a plane. As the squadron of bombers approaches England they are attacked by a Messerschmitt. The unarmed bombers can do nothing but fly on, but Cagney falls out of line, pursues and dives straight into the Messerschmitt.

Michael Curtiz, past master of the art of action pictures, directed the production. The screen play by Arthur T. Horman and Richard Macauley and Norman Reilly Raine was adapted from a story written by Arthur T. Horman and Roland Gillett.

Mat 201—30c

CAGNEY TAKES OFF on the most thrilling role of his career! Jimmy plays the top role in "Captains of the Clouds," the all-Technicolor movie which starts a local engagement at the Strand Theatre on Friday.

Mat 103—15c

BRENDA MARSHALL provides the feminine interest in "Captains of the Clouds," Technicolor drama coming to the Strand.

Technicolor Air Drama To Show at Strand

Warner Bros. claims an astonishing number of "firsts" for the Technicolor production, "Captains of the Clouds," which opens Friday at the Strand.

"Captains" is the first Technicolor picture for both James Cagney and Brenda Marshall; the first full-length film ever made in the Dominion of Canada; the first picture to show the celebrated Royal Canadian Air Force in action; the first showing American-built planes in war; the first big flying picture since the United States entered the war.

'Captains of the Clouds' for Strand

Canada's heroes of the air, flying headlong to Victory, are the heroes, too, of "Captains of the Clouds," the Warner Bros.' picture which will be the new screen fare at the Strand Theatre, starting on Friday. James Cagney stars at the head of a cast which includes Brenda Marshall, Dennis Morgan, George Tobias, Alan Hale, Reginald Gardiner and Reginald Denny as well as many actual members of the RCAF.

Filmed in glorious Technicolor, "Captains of the Clouds" tells an heroic story of some bush pilots from the woods of Northern Canada who enlist in the Royal Canadian Air Force after they hear Churchill's "We Shall Never Surrender" speech. A three-cornered romance involving a vixenish but lovely French-Canadian girl and two of the pilots, is the human interest background against which the story of the heroic flyers is played.

Central figure in the drama is the character portrayed by Cagney. A hard-flying, hard-fighting guy, he enlists in the service expecting to be sent out immediately to fight the Axis planes in the sky. Instead he is assigned to a teaching job on the ground. His attempts to prove that he is an able sky fighter only serve to get him dismissed from the service. He gets his chance, however, when he volunteers to ferry a bomber over to England, and through his heroism is able to save the rest of the squadron when they are attacked by a Messerchmitt.

"Captains of the Clouds" was directed by Michael Curtiz.

RCAF's Fighting Pilots Heroes of Strand Drama

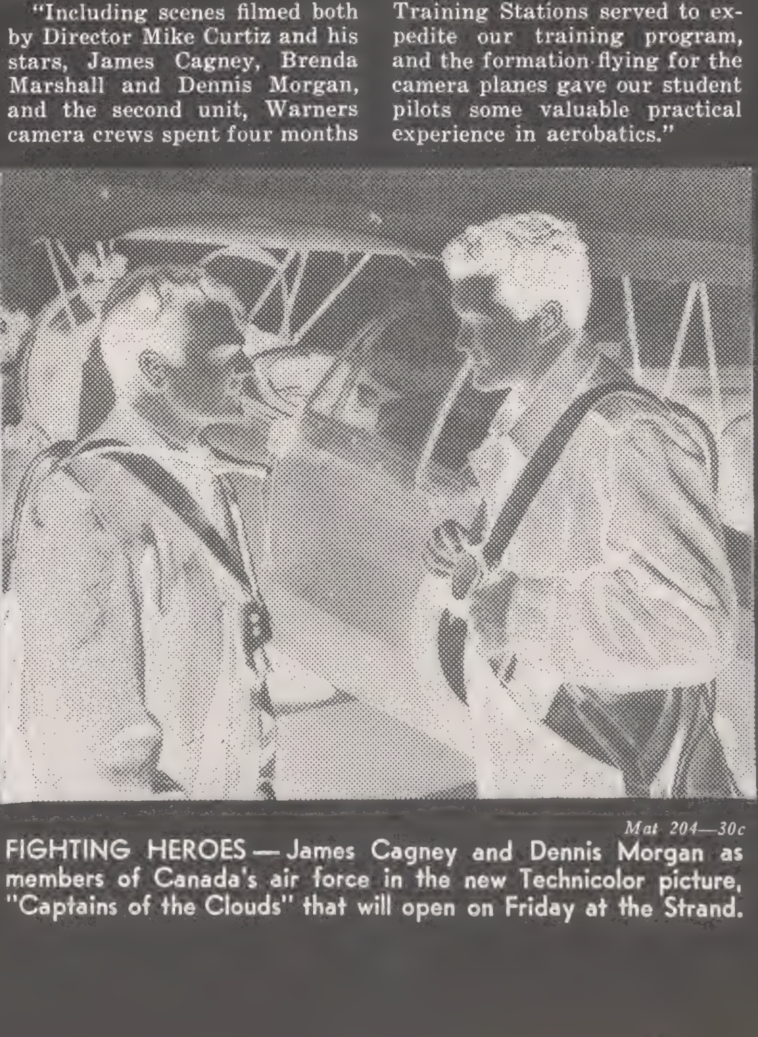
A total of 23,500 flying hours went into the making of "Captains of the Clouds," Technicolor air epic filmed in Canada, opening Friday at the Strand.

Squadron Leader O. Cathcart-Jones, assigned as technical advisor on the picture by the Royal Canadian Air Force, made the estimate, and he should know.

"Including scenes filmed both by Director Mike Curtiz and his stars, James Cagney, Brenda Marshall and Dennis Morgan, and the second unit, Warners camera crews spent four months in Canada," the squadron leader said.

"From one to 250 planes, ranging from training planes and pursuit ships to giant bombers, were in the air at least four hours of every day during the four months.

"Actually, the making of the picture at the Uplands, Rockcliffe, Trenton and Halifax Training Stations served to expedite our training program, and the formation flying for the camera planes gave our student pilots some valuable practical experience in aerobatics."


Mat 204—30c

FIGHTING HEROES — James Cagney and Dennis Morgan as members of Canada's air force in the new Technicolor picture, "Captains of the Clouds" that will open on Friday at the Strand.

CAST

Brian MacLean	JAMES CAGNEY
Johnny Dutton	DENNIS MORGAN
Emily Foster	BRENDA MARSHALL
Tiny Murphy	Alan Hale
Blimp Lebec	George Tobias
Scrounger Harris	Reginald Gardiner
Himself	Air Marshal W. A. Bishop
Commanding Officer	Reginald Denny
Prentiss	Russell Arms
Group Captain	Paul Cavanagh
Store-Teeth Morrison	Clem Bevans
Foster	J. M. Kerrigan
Dr. Neville	J. Farrell MacDonald
Fyffe	Patrick O'Moore
Carmichael	Morton Lowry
Chief Flying Instructor	S./L. O. Cathcart-Jones
President of Court-Martial	Frederic Worlock
Officer	Roland Drew
Blonde	Lucia Carroll
Playboy	George Meeker
Popcorn Kearns	Benny Baker
Kingsley	Hardie Albright
Mason	Ray Walker
Nolan	Charles Halton
Provost Marshal	Louis Jean Heydt
Student Pilots	Byron Barr, Michael Ames
Willie	Willie Fung
Blake	Carl Harbord

PRODUCTION STAFF

Directed by MICHAEL CURTIZ

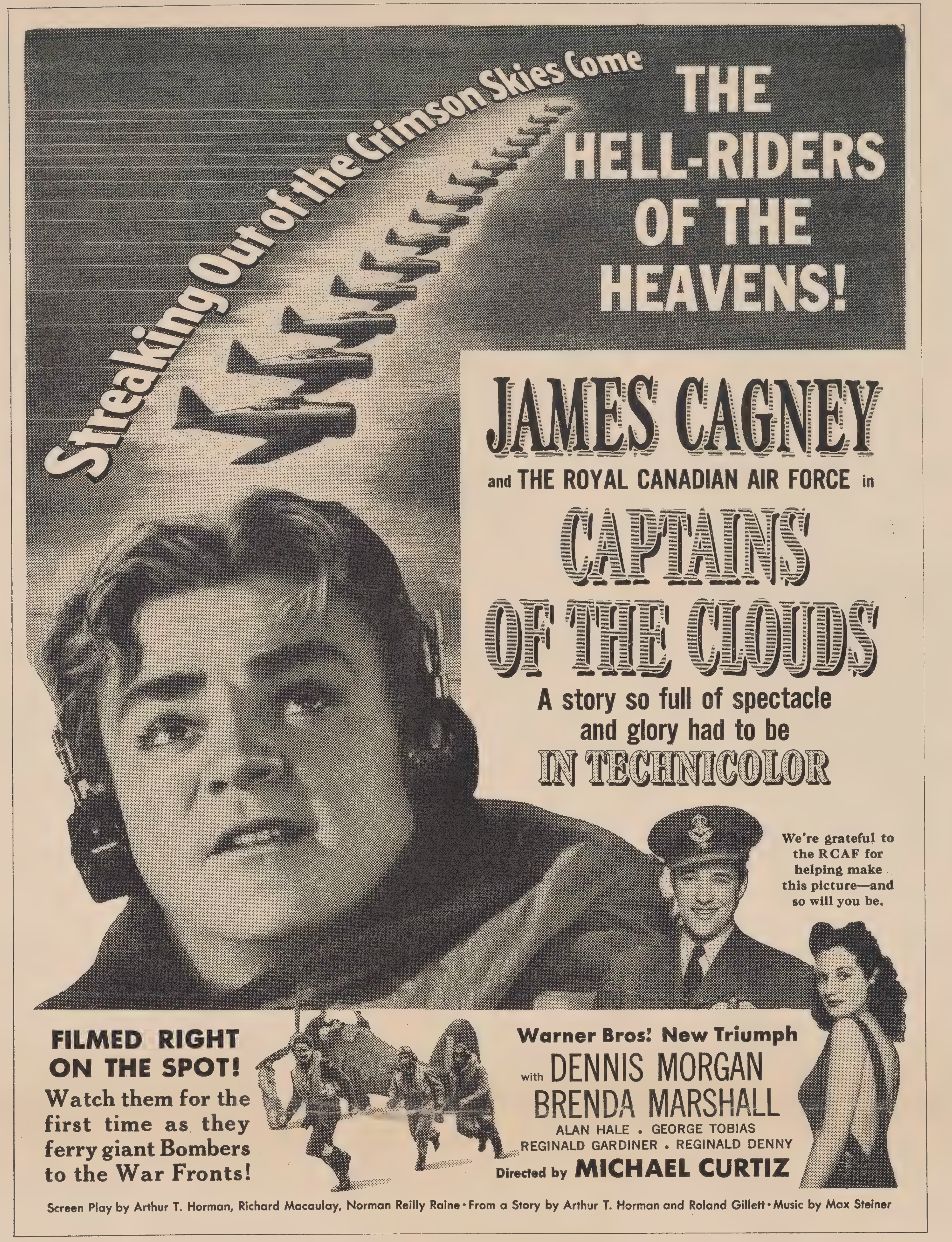
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine; From a story by Arthur T. Horman and Roland Gillett; Directors of Photography, Sol Polito, A.S.C., and Wilfrid M. Cline, A.S.C.; Aerial Photography by Elmer Dyer, A.S.C., Charles Marshall, A.S.C., and Winton C. Hoch, A.S.C.; Technicolor Color Director, Natalie Kalmus; Assoc. Technicolor Color Director, Henri Jaffa; Art Director, Ted Smith; Film Editor, George Amy; Sound by C. A. Riggs; Special Effects by Byron Haskin, A.S.C., and Rex Wimpy, A.S.C.; Technical Advisor, Squadron Leader O. Cathcart-Jones, R.C.A.F.; Chief Pilot for Warner Bros., Frank Clarke; Dialogue Director, Hugh MacMullan; Makeup Artist, Perc Westmore; Gowns by Howard Shoup; Musical Director, Leo F. Forbstein; Song, "Captains of the Clouds," by Harold Arlen and Johnny Mercer; Music by Max Steiner. (Running Time—113 minutes.)

STORY

(Not for publication): Brian MacLean (James Cagney), beats the other bush pilots of northern Canada to all their jobs, steals their business and undercuts their prices. Making one of his thefted business calls, he meets a pretty French-Canadian girl, Emily (Brenda Marshall). While he is tying up his plane at her dock, he falls and hits his head. Emily takes him into her home to nurse him. Meanwhile, the other pilots, Johnny Dutton (Dennis Morgan) and Tiny Murphy (Alan Hale), spot Brian's plane and land, anxious to get their hands on him. Emily, who is Johnny's fiancee, explains what has happened, and Johnny flies to Ottawa for a doctor.

MacLean, recuperating, finds that Emily is just a flirt and marries her, in order to stop Johnny from messing up his life. He takes her to the city, buys her some pretty clothes, gives her the rest of his money, and heads back for the bush country. There, he runs into Tiny, Blimp (George Tobias) and Scrounger (Reginald Gardiner). The four of them hear Winston Churchill's "We Shall Never Surrender" speech, and with one accord, they decide to join the R.C.A.F. They find that they are wanted badly, but as teachers, not fighter pilots, since they are too old. Johnny, who joined the service right after Brian married Emily, is a successful officer. Brian and Tiny, however, find it hard to obey all the rules and regulations, and finally Brian is discharged from the service. Trying to prove their fitness for power-diving, Tiny and Brian perform some aerobatics over a wings ceremony parade. Tiny blacks out and is killed, Brian has his civilian flying license taken away from him. Johnny meets Emily in a night-club and she tells him the real reason why Brian had married her, and begs Johnny to help Brian. Johnny gets his chance very soon after that.

He is commanding a flight of bombers to England, when Brian shows up with Tiny's papers, to pilot one of the planes. As the squadron of bombers approaches England, a lone Messerschmitt attacks. One plane is shot down, and the menacing black plane circles around, ready to pounce again. Brian slips out of formation, and pursues, dives until he sees his chance, then crashes into the Messerschmitt. The two planes fall together, disappear into the water.



Streaking Out of the Crimson Skies Come

THE HELL-RIDERS OF THE HEAVENS!

JAMES CAGNEY

and THE ROYAL CANADIAN AIR FORCE in

CAPTAINS OF THE CLOUDS

A story so full of spectacle
and glory had to be
IN TECHNICOLOR

We're grateful to
the RCAF for
helping make
this picture—and
so will you be.

FILMED RIGHT ON THE SPOT!

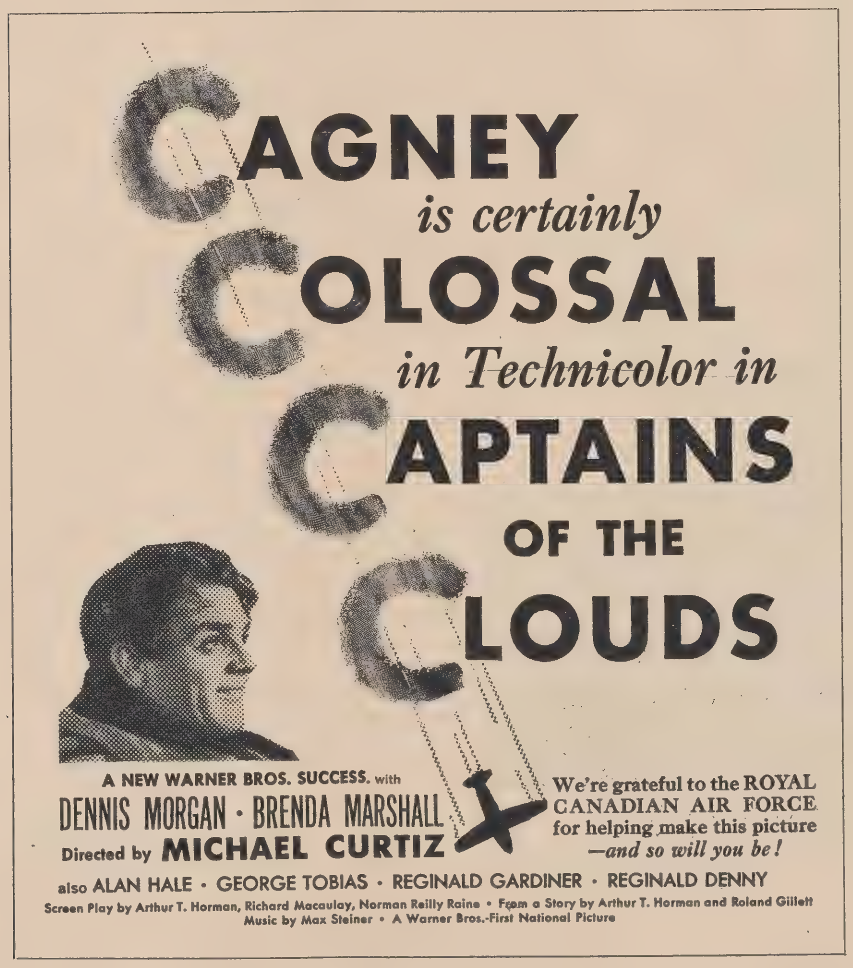
Watch them for the
first time as they
ferry giant Bombers
to the War Fronts!

Warner Bros.' New Triumph
with DENNIS MORGAN
BRENDA MARSHALL
ALAN HALE • GEORGE TOBIAS
REGINALD GARDINER • REGINALD DENNY
Directed by **MICHAEL CURTIZ**

Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner

Mat 401 - 10¾ inches x 4 columns (600 lines) - 60¢

(For 3-column size of this ad, see page 14.)



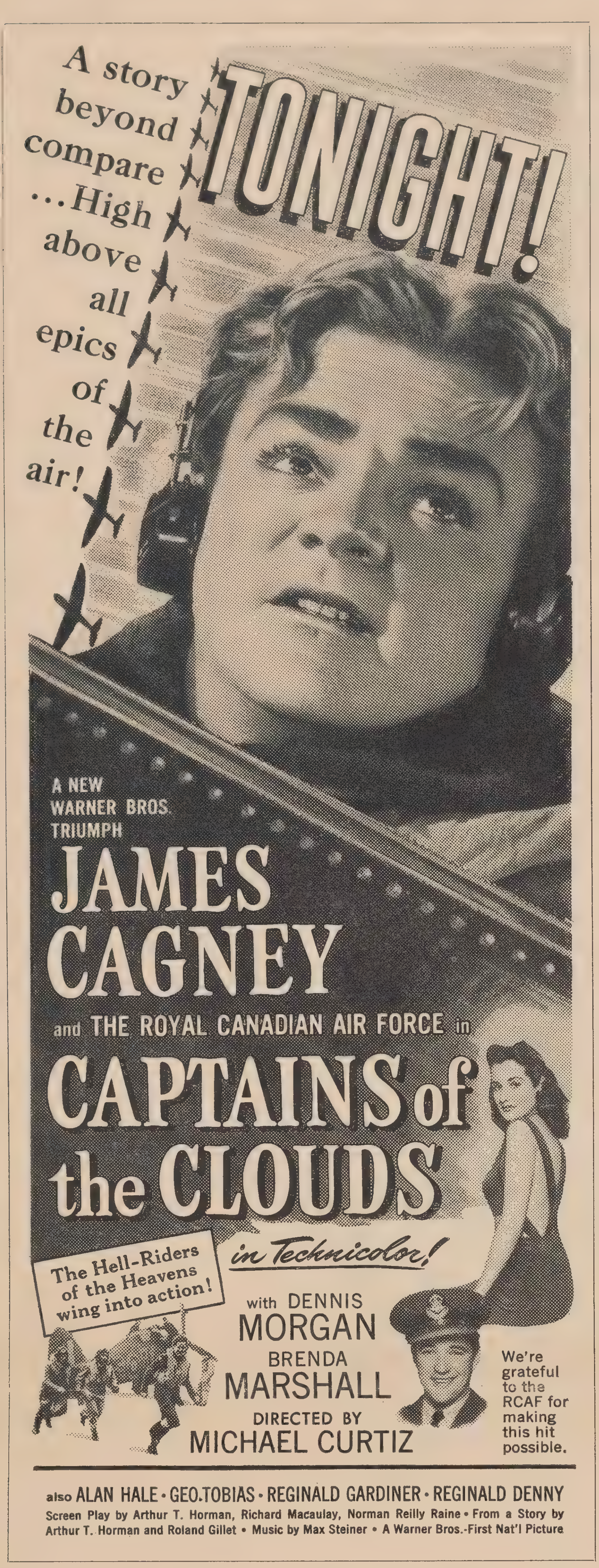
CAGNEY
is certainly
COLOSSAL
in Technicolor in
CAPTAINS OF THE CLOUDS

A NEW WARNER BROS. SUCCESS. with
DENNIS MORGAN • BRENDA MARSHALL
Directed by **MICHAEL CURTIZ**

We're grateful to the ROYAL
CANADIAN AIR FORCE
for helping make this picture
—and so will you be!

also ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER • REGINALD DENNY
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett
Music by Max Steiner • A Warner Bros.-First National Picture

Mat 216 - 4½ inches x 2 columns (128 lines) - 30¢



A story beyond compare ...High above all epics of the air!

TONIGHT!

A NEW WARNER BROS. TRIUMPH

JAMES CAGNEY

and THE ROYAL CANADIAN AIR FORCE in

CAPTAINS of the CLOUDS

in Technicolor!

The Hell-Riders of the Heavens wing into action!

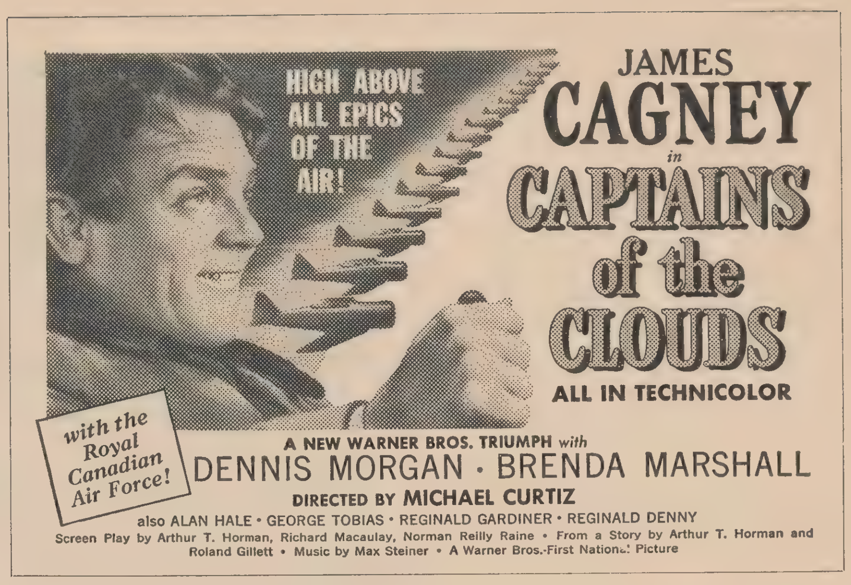
with DENNIS MORGAN
BRENDA MARSHALL
DIRECTED BY
MICHAEL CURTIZ

We're grateful to the RCAF for making this hit possible.

also ALAN HALE • GEO.TOBIAS • REGINALD GARDINER • REGINALD DENNY
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillet • Music by Max Steiner • A Warner Bros.-First Nat'l Picture

Mortise here to insert correct playdate

Mat 211 - 11 inches x 2 columns (306 lines) - 30¢



HIGH ABOVE ALL EPICS OF THE AIR!

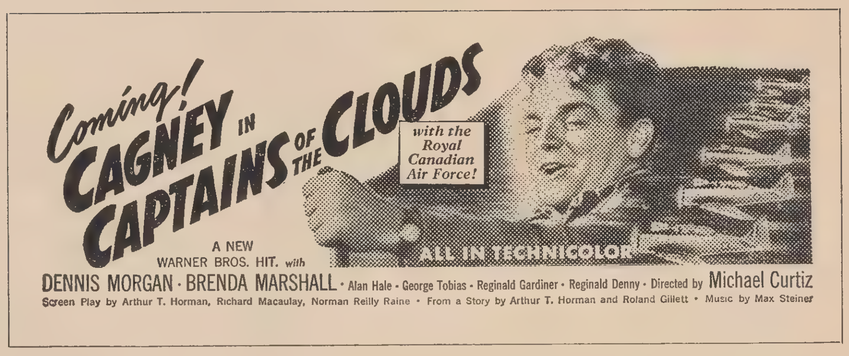
JAMES CAGNEY in CAPTAINS of the CLOUDS

ALL IN TECHNICOLOR

with the Royal Canadian Air Force!

A NEW WARNER BROS. TRIUMPH *with*
DENNIS MORGAN • BRENDA MARSHALL
DIRECTED BY MICHAEL CURTIZ
also ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER • REGINALD DENNY
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner • A Warner Bros.-First National Picture

Mat 215 - 2½ inches x 2 columns (72 lines) - 30¢



Coming! CAGNEY IN CAPTAINS OF THE CLOUDS

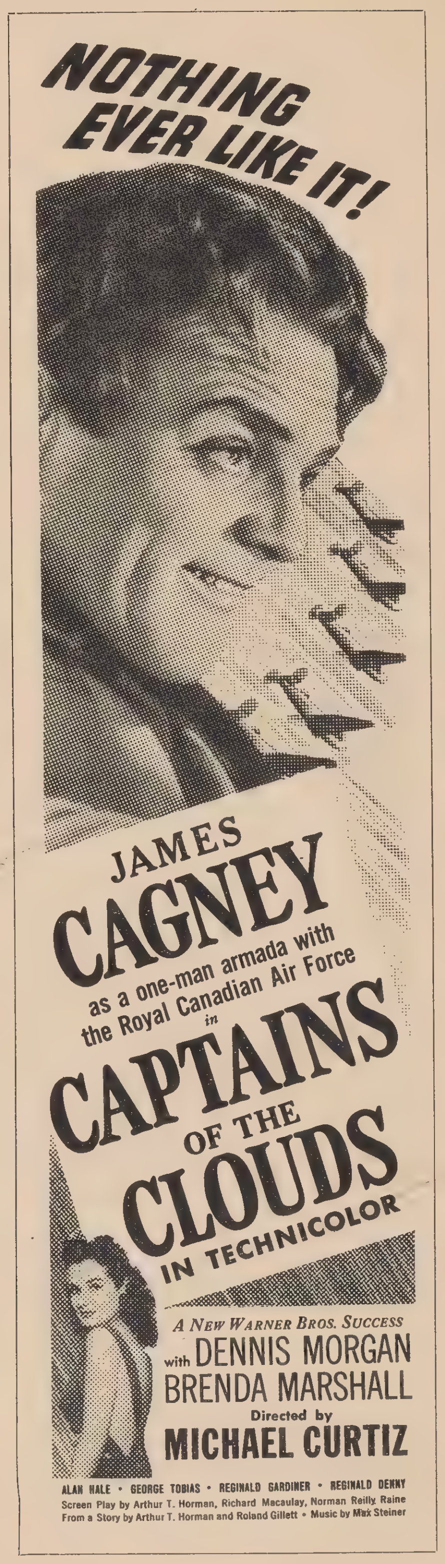
with the Royal Canadian Air Force!

ALL IN TECHNICOLOR

A NEW WARNER BROS. HIT. *with*
DENNIS MORGAN • BRENDA MARSHALL • Alan Hale • George Tobias • Reginald Gardiner • Reginald Denny • Directed by Michael Curtiz
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner

Mat 214 - 1½ inches x 2 columns (38 lines) - 30¢

(3-column size of this ad is also shown on this page.)



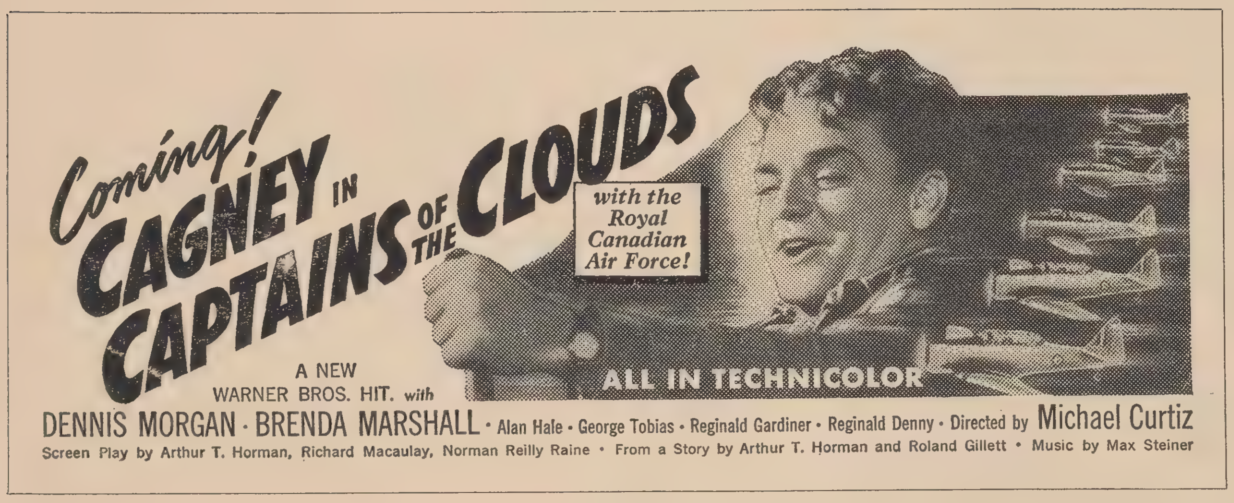
NOTHING EVER LIKE IT!

JAMES CAGNEY
as a one-man armada with the Royal Canadian Air Force
in
CAPTAINS OF THE CLOUDS
IN TECHNICOLOR

A New Warner Bros. Success
with DENNIS MORGAN
BRENDA MARSHALL
Directed by
MICHAEL CURTIZ

ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER • REGINALD DENNY
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine
From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner

Mat 111
7½ inches (107 lines) - 15¢



Coming! CAGNEY IN CAPTAINS OF THE CLOUDS

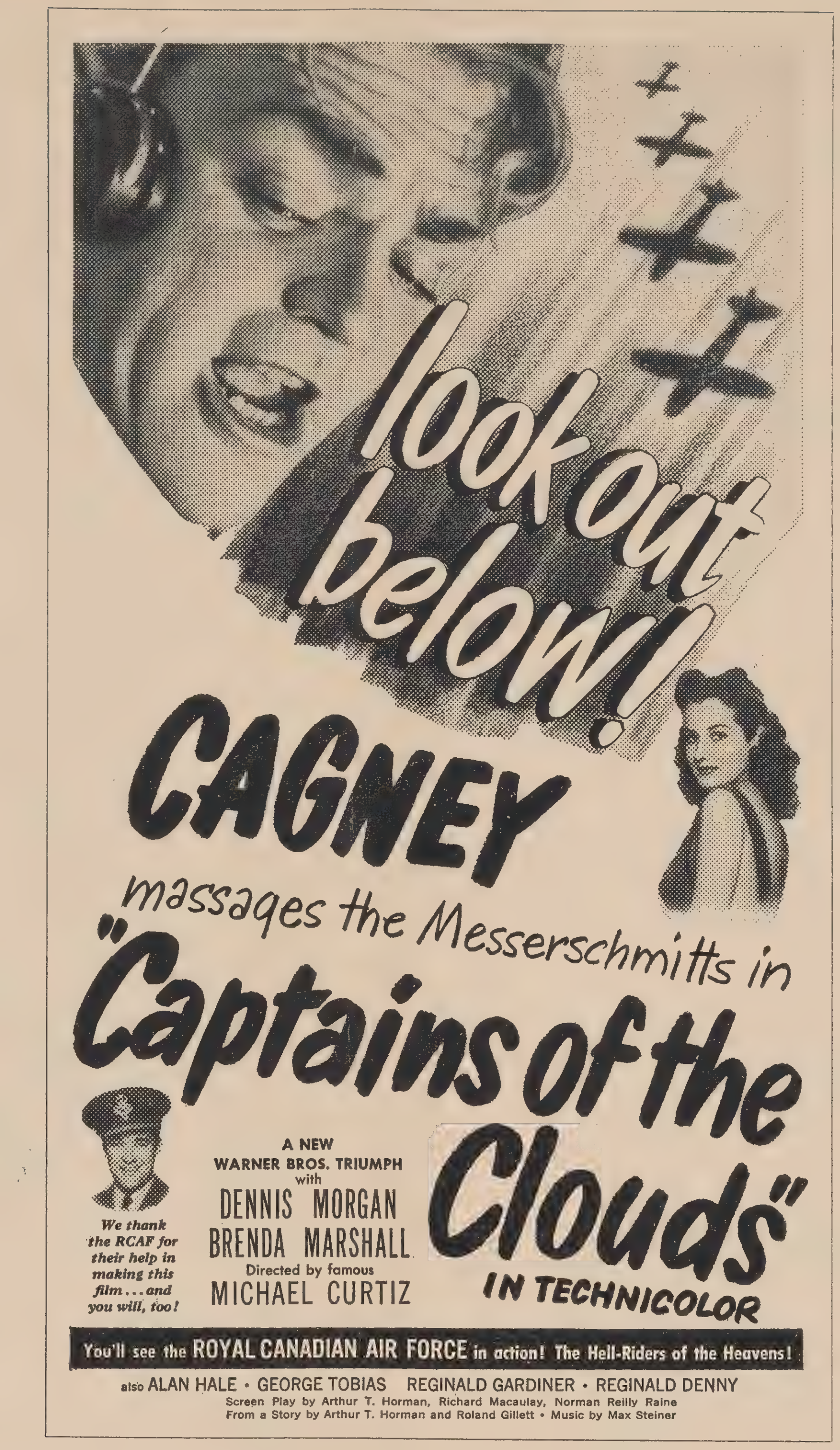
with the Royal Canadian Air Force!

ALL IN TECHNICOLOR

A NEW WARNER BROS. HIT. *with*
DENNIS MORGAN • BRENDA MARSHALL • Alan Hale • George Tobias • Reginald Gardiner • Reginald Denny • Directed by Michael Curtiz
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner

Mat 305 - 2 inches x 3 columns (87 lines) - 45¢

(2-column size of this ad is also shown on this page.)


look out below!

CAGNEY

massages the Messerschmitts in

"Captains of the Clouds"

IN TECHNICOLOR

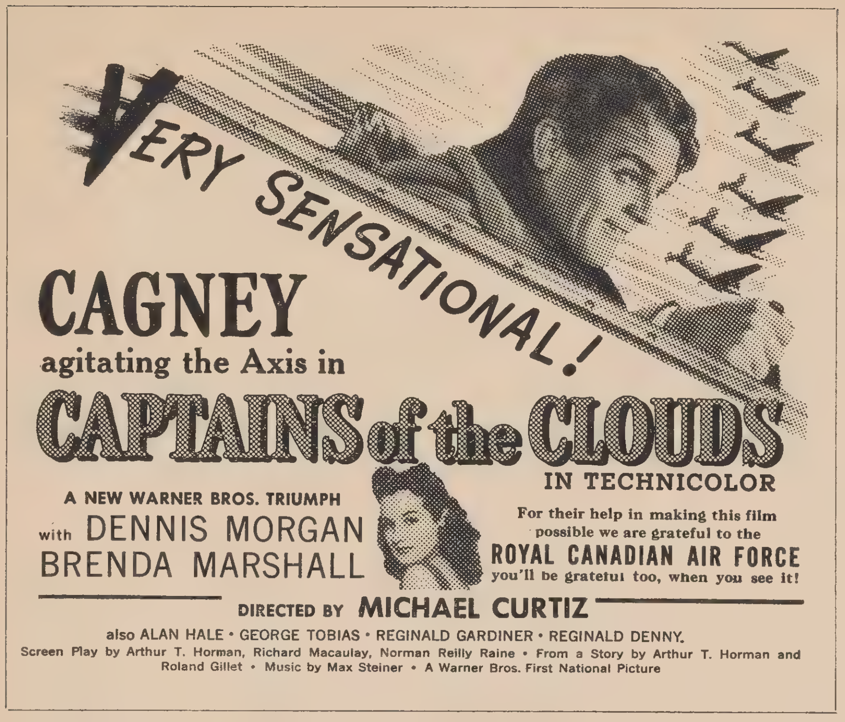
We thank the RCAF for their help in making this film . . . and you will, too!

A NEW
WARNER BROS. TRIUMPH
with
DENNIS MORGAN
BRENDA MARSHALL
Directed by famous
MICHAEL CURTIZ

You'll see the ROYAL CANADIAN AIR FORCE in action! The Hell-Riders of the Heavens!

also ALAN HALE • GEORGE TOBIAS REGINALD GARDINER • REGINALD DENNY
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine
From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner

Mat 212 - 7½ inches x 2 columns (210 lines) - 30¢


VERY SENSATIONAL!

CAGNEY
agitating the Axis in

CAPTAINS of the CLOUDS
IN TECHNICOLOR

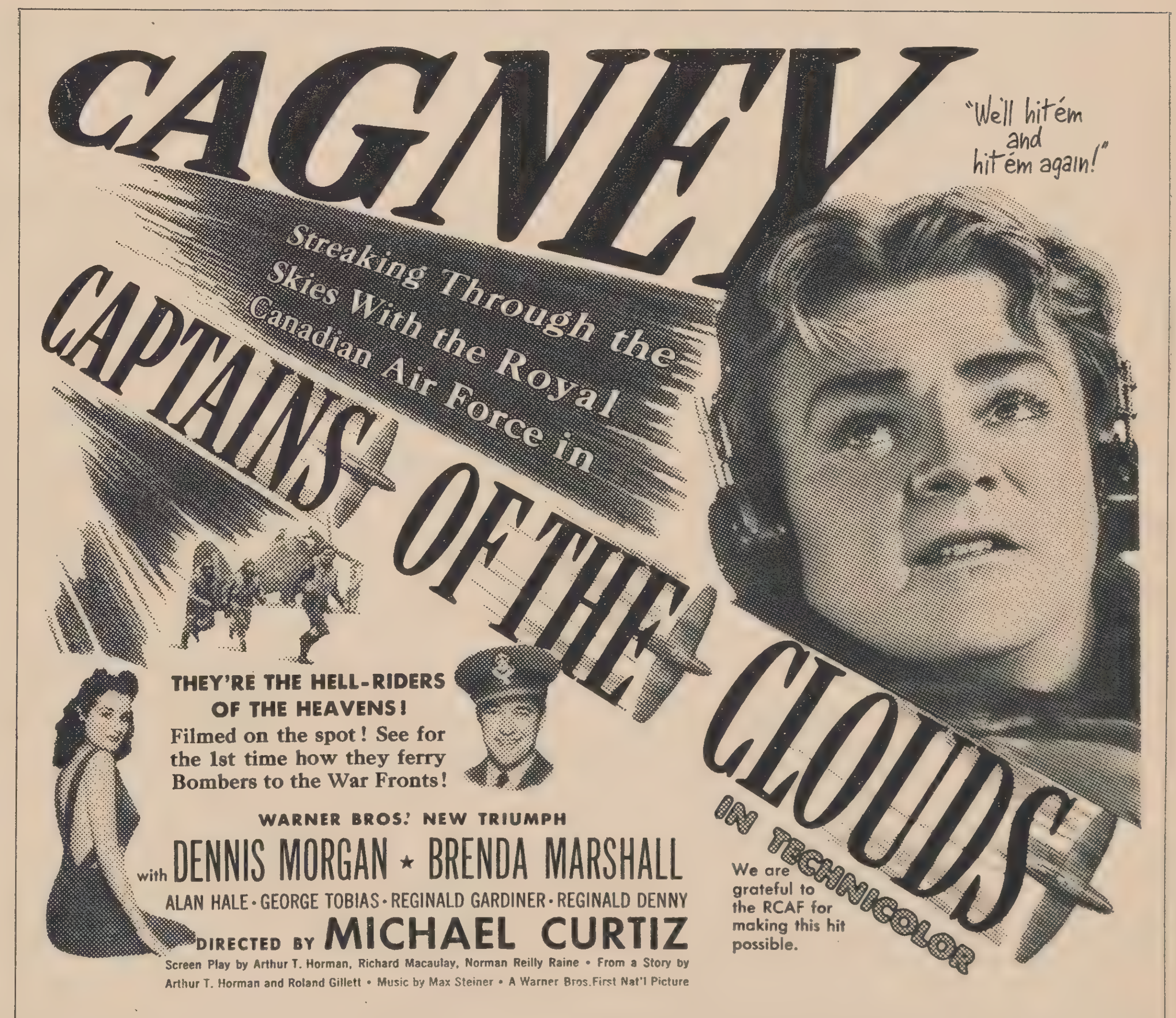
A NEW WARNER BROS. TRIUMPH
with DENNIS MORGAN
BRENDA MARSHALL

For their help in making this film possible we are grateful to the
ROYAL CANADIAN AIR FORCE
you'll be grateful too, when you see it!

DIRECTED BY **MICHAEL CURTIZ**

also ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER • REGINALD DENNY.
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillet • Music by Max Steiner • A Warner Bros. First National Picture

Mat 217 - 3¼ inches x 2 columns (92 lines) - 30¢


"We'll hit'em and hit'em again!"

CAGNEY

Streaking Through the Skies With the Royal Canadian Air Force in

CAPTAINS OF THE CLOUDS

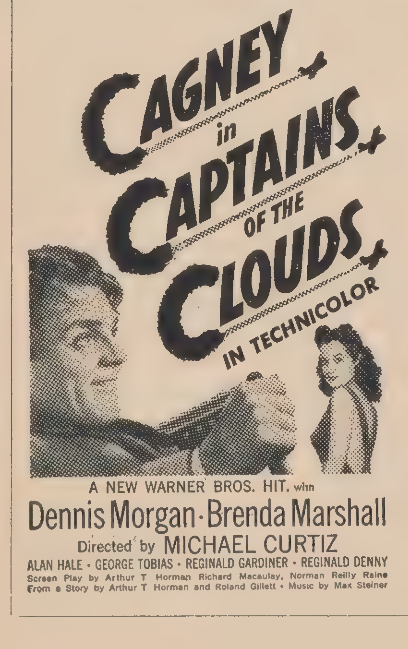
IN TECHNICOLOR

THEY'RE THE HELL-RIDERS OF THE HEAVENS!
Filmed on the spot! See for the 1st time how they ferry Bombers to the War Fronts!

WARNER BROS.' NEW TRIUMPH
with DENNIS MORGAN ★ BRENDA MARSHALL
ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER • REGINALD DENNY
DIRECTED BY **MICHAEL CURTIZ**
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner • A Warner Bros.First Nat'l Picture

We are grateful to the RCAF for making this hit possible.

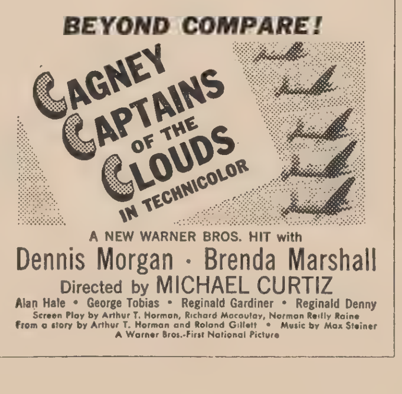
Mat 306 - 5 inches x 3 columns (216 lines) - 45¢


CAGNEY
in
CAPTAINS OF THE CLOUDS
IN TECHNICOLOR

A NEW WARNER BROS. HIT. with
Dennis Morgan · Brenda Marshall
Directed by MICHAEL CURTIZ
ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER • REGINALD DENNY
Screen Play by Arthur T Horman Richard Macaulay, Norman Reilly Raine
From a Story by Arthur T Horman and Roland Gillett • Music by Max Steiner

2 ADS ON ONE MAT

Mat 110 — 15c


BEYOND COMPARE!

CAGNEY CAPTAINS OF THE CLOUDS
IN TECHNICOLOR

A NEW WARNER BROS. HIT with
Dennis Morgan · Brenda Marshall
Directed by MICHAEL CURTIZ
Alan Hale • George Tobias • Reginald Gardiner • Reginald Denny
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine
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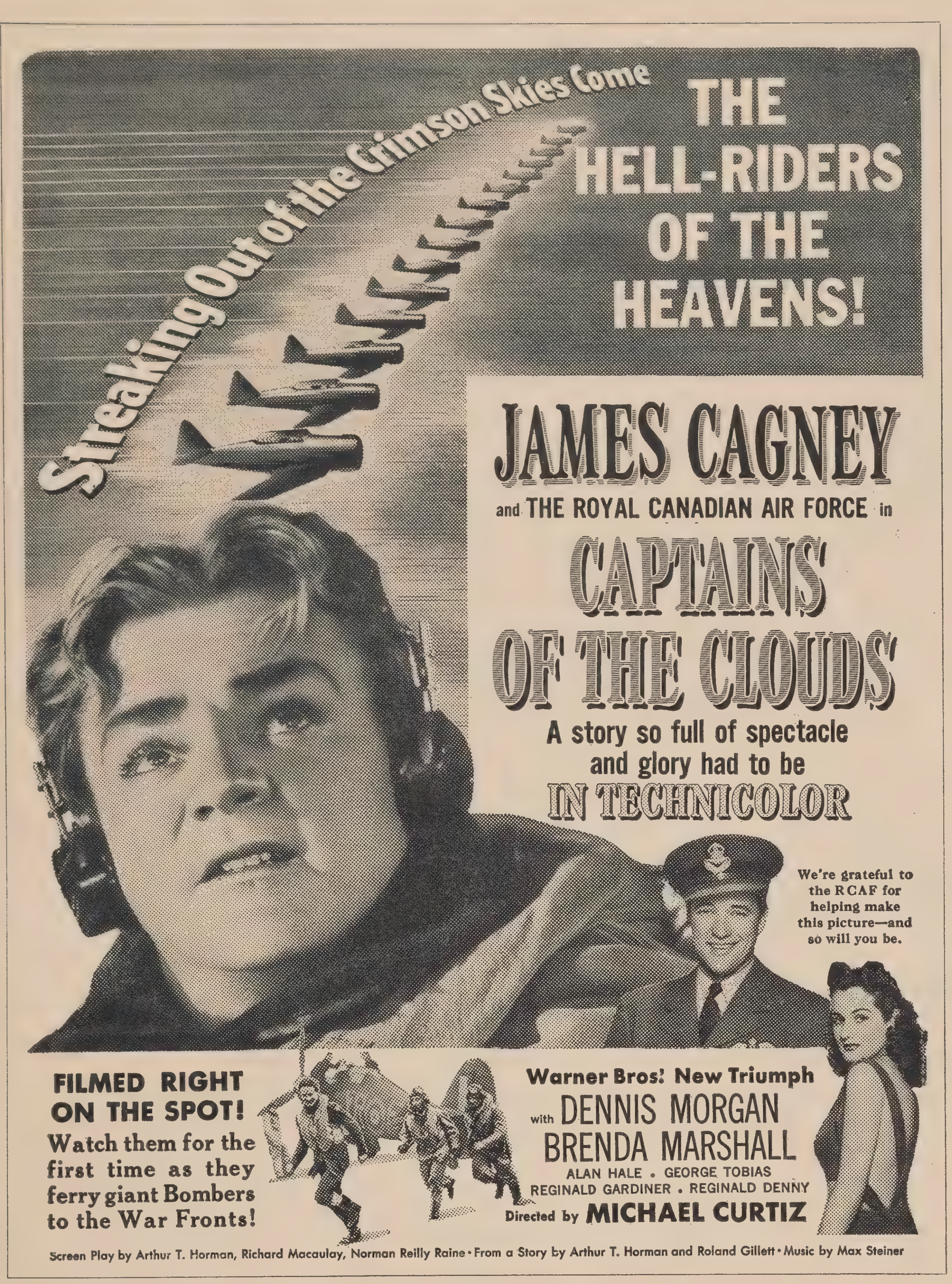
A Warner Bros.-First National Picture



Streaking Out of the Crimson Skies Come

THE HELL-RIDERS OF THE HEAVENS!

JAMES CAGNEY

and THE ROYAL CANADIAN AIR FORCE in

CAPTAINS OF THE CLOUDS

A story so full of spectacle and glory had to be IN TECHNICOLOR

We're grateful to the RCAF for helping make this picture—and so will you be.

FILMED RIGHT ON THE SPOT! Watch them for the first time as they ferry giant Bombers to the War Fronts!

Warner Bros.' New Triumph with DENNIS MORGAN BRENDA MARSHALL

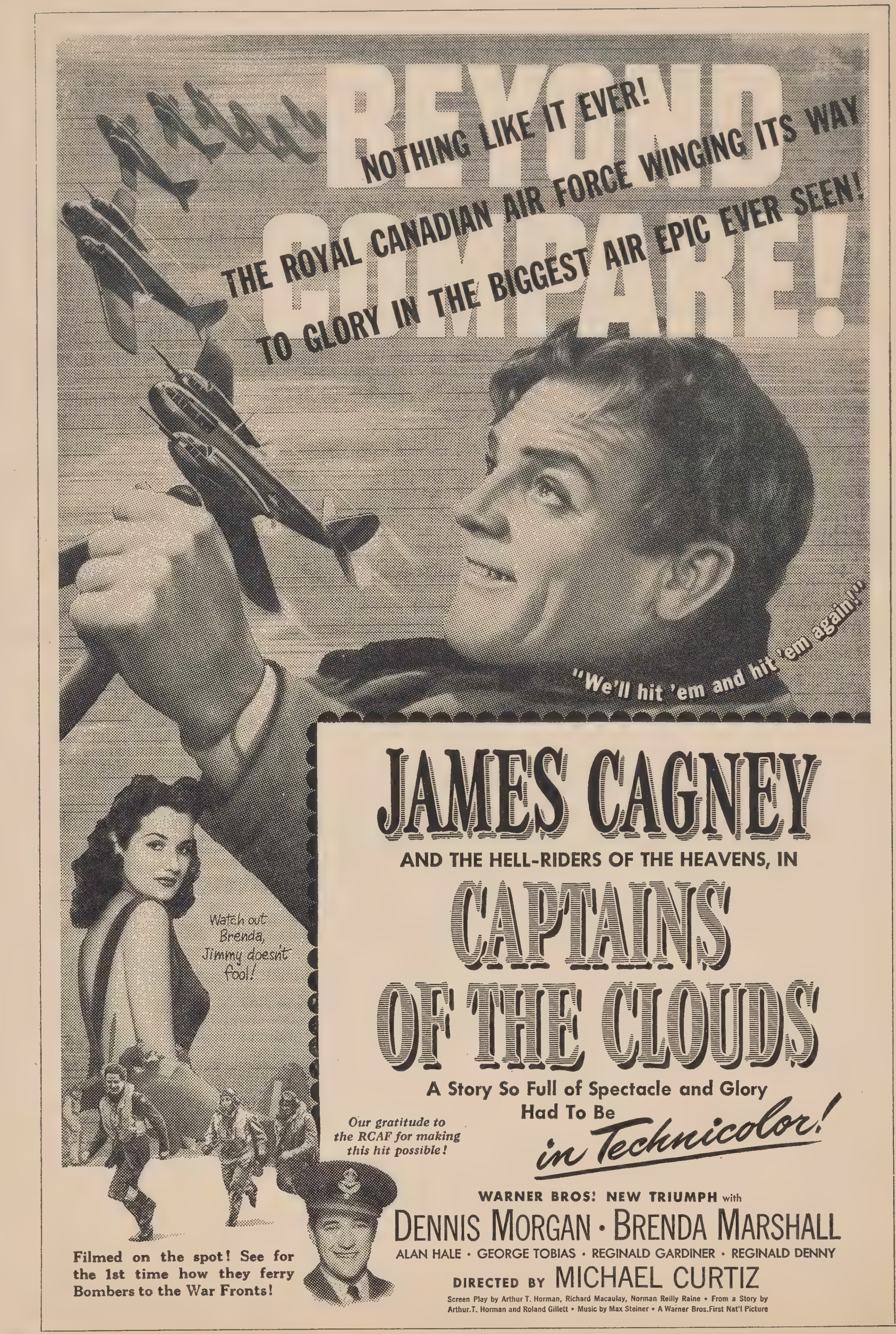
ALAN HALE • GEORGE TOBIAS
REGINALD GARDINER • REGINALD DENNY

Directed by MICHAEL CURTIZ

Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner

Mat 301 - 8 inches x 3 columns (339 lines) - 45¢

(For 4-column size of this ad, see page 11.)



BEYOND COMPARE!

NOTHING LIKE IT EVER!
THE ROYAL CANADIAN AIR FORCE WINGING ITS WAY
TO GLORY IN THE BIGGEST AIR EPIC EVER SEEN!

"We'll hit 'em and hit 'em again!"

Watch out Brenda, Jimmy doesn't fool!

JAMES CAGNEY

AND THE HELL-RIDERS OF THE HEAVENS, IN

CAPTAINS OF THE CLOUDS

A Story So Full of Spectacle and Glory Had To Be *in Technicolor!*

Our gratitude to the RCAF for making this hit possible!

Filmed on the spot! See for the 1st time how they ferry Bombers to the War Fronts!

WARNER BROS.' NEW TRIUMPH with

DENNIS MORGAN • BRENDA MARSHALL

ALAN HALE • GEORGE TOBIAS • REGINALD GARDINER • REGINALD DENNY

DIRECTED BY MICHAEL CURTIZ

Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine • From a Story by Arthur T. Horman and Roland Gillett • Music by Max Steiner • A Warner Bros.-First Nat'l Picture

Mat 303 - 9½ inches x 3 columns (396 lines) - 45c

(For 4-column size of this ad, see page 9.)

SELLS ALL THE ANGLES **WARNER BROS. TRAILER** RIGHT FROM YOUR SCREEN

OFFICIAL BILLING

WARNER BROS.	40%
Pictures, Inc. Presents	5%
JAMES CAGNEY	100%
in	
"CAPTAINS OF THE CLOUDS"	100%
In Technicolor	30%
with	
DENNIS MORGAN — BRENDA MARSHALL	75%
ALAN HALE — GEORGE TOBIAS — REGINALD GARDINER — REGINALD DENNY	20%
Directed by MICHAEL CURTIZ	25%
Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine	3%
From a Story by Arthur T. Horman and Roland Gillett	2%
Music by Max Steiner	3%
A Warner Bros. - First National Picture	5%

VITAPHONE SHORTS SELECTIONS

TECHNICOLOR SPECIALS presents "Gay Parisian," featuring the world famous Ballet Russe de Monte Carlo. Lauded by critics and recipient of nationwide publicity, this outstanding subject is a "must" for theatremen. 7003 — Technicolor Specials — 20 mins.

MELODY MASTERS introduces "The Playgirls," a tuneful short featuring Hollywood's prettiest girl musicians and the Navy Blues Sextette. 7505 — Melody Masters — 10 mins.

HOLLYWOOD NOVELTIES brings to light some of the amazing mysteries of the University of California's famed Cyclotron, gigantic atom smashing machine, in "Miracle Makers." 7304 — Hollywood Novelties — 10 mins.

SPORTS PARADE presents all the thrills and excitement of the famous annual "Rodeo Roundup" at Pendleton, Oregon, with all the outstanding performers of this adventure-packed sport on hand. 7404 — Sports Parade (In Technicolor) — 10 mins.

LOONEY TUNES this time has Porky Pig as a guard in Asuza Zoo in "Who's Who In The Zoo." Laughs are the order of the day when you show this one. 7606 — Looney Tunes — 7 mins.

MERRIE MELODIES gives us "Aloha Hooey," introducing two new characters, Sammy Seagull and Cecil Crow, who are stardom-bound. 7711 — Merrie Melodies (In Technicolor) — 7 mins.

Shout its Greatness with PUBLICITY

Cagney Stars in 'Captains of the Clouds' Film Epic of Canada's Daredevil Pilots

"Captains of the Clouds," brilliant Technicolor epic of the air, with James Cagney in the starring role, has been booked into the Strand Theatre, where it will start a local engagement on Friday. Brenda Marshall and Dennis Morgan head the featured cast which includes Alan Hale, George Tobias, Reginald Gardiner and Reginald Denny, as well as many officers of the Royal Canadian Air Force, with whose cooperation the picture was filmed.

Made on location in Canada, under the direction of Michael Curtiz, master of the outdoor action picture, "Captains of the Clouds" has the superb scenic background of one of the most picturesque locales in the Western Hemisphere. Played against this magnificent backdrop, is the action-packed and inspiring story of Canada's heroes of the air in arms against the Axis. It is the story of some men who came out of the bush country, the lakes and forests of Northern Canada, to fly against the Luftwaffe for the Royal Canadian Air Force.

"Captains of the Clouds" has Cagney cast as a sky-riding, hijacking bush pilot, a lone eagle who steals business right out from under the noses of the other pilots' planes. A bunch of the other pilots band together determined to "get" him, and they track him down at the home of a little spitfire of a French-Canadian girl, Brenda Marshall, who is engaged to one of the other pilots, played by Dennis Morgan. But their quarry has a fractured skull, an injury resulting from a playful tussle with the girl. Morgan flies him to the doctor in Ottawa and saves his life. In return, Cagney, when he has recovered, elopes with Brenda. They have a brief whirl together in the bright spots of Canada, Montreal, Quebec, Toronto. Then he leaves his new wife flat, explaining to her he only married her to save a good guy like Morgan from her. Back with some of his old pals in the bush country, they hear Prime Minister Churchill's "We Shall Never Surrender" speech, and they all agree on the spot to enlist in the RCAF.

They are chagrined, however, when they find that they are wanted in the service as instructors, not as fighter pilots. They are considered too old. Cagney finds the rules and regulations and the tedium of teaching almost unbearable, and finally gets into a serious scrape which results in his being kicked out of the service. Trying to prove their fitness for flying, he and one of his pals perform some aerobatics over a wings ceremony parade. The pal blacks out and is killed, but Cagney pulls out in time. For the escapade he is deprived of his civilian flying license.

In a last desperate attempt to fight the enemy in the air, Cagney takes his dead pal's papers and applies for the job of flying a bomber to England. Morgan turns out to be the officer in charge of the squadron, but he decides to give Cagney his chance and assigns him to a plane. As the squadron of bombers approaches England they are attacked by a Messerschmitt. The unarmed bombers can do nothing but fly on, but Cagney falls out of line, pursues and dives straight into the Messerschmitt.

Michael Curtiz, past master of the art of action pictures, directed the production. The screen play by Arthur T. Horman and Richard Macauley and Norman Reilly Raine was adapted from a story written by Arthur T. Horman and Roland Gillett.

Mat 201—30c

CAGNEY TAKES OFF on the most thrilling role of his career! Jimmy plays the top role in "Captains of the Clouds," the all-Technicolor movie which starts a local engagement at the Strand Theatre on Friday.

Mat 103—15c

BRENDA MARSHALL provides the feminine interest in "Captains of the Clouds," Technicolor drama coming to the Strand.

Technicolor Air Drama To Show at Strand

Warner Bros. claims an astonishing number of "firsts" for the Technicolor production, "Captains of the Clouds," which opens Friday at the Strand.

"Captains" is the first Technicolor picture for both James Cagney and Brenda Marshall; the first full-length film ever made in the Dominion of Canada; the first picture to show the celebrated Royal Canadian Air Force in action; the first showing American-built planes in war; the first big flying picture since the United States entered the war.

'Captains of the Clouds' for Strand

Canada's heroes of the air, flying headlong to Victory, are the heroes, too, of "Captains of the Clouds," the Warner Bros.' picture which will be the new screen fare at the Strand Theatre, starting on Friday. James Cagney stars at the head of a cast which includes Brenda Marshall, Dennis Morgan, George Tobias, Alan Hale, Reginald Gardiner and Reginald Denny as well as many actual members of the RCAF.

Filmed in glorious Technicolor, "Captains of the Clouds" tells an heroic story of some bush pilots from the woods of Northern Canada who enlist in the Royal Canadian Air Force after they hear Churchill's "We Shall Never Surrender" speech. A three-cornered romance involving a vixenish but lovely French-Canadian girl and two of the pilots, is the human interest background against which the story of the heroic flyers is played.

Central figure in the drama is the character portrayed by Cagney. A hard-flying, hard-fighting guy, he enlists in the service expecting to be sent out immediately to fight the Axis planes in the sky. Instead he is assigned to a teaching job on the ground. His attempts to prove that he is an able sky fighter only serve to get him dismissed from the service. He gets his chance, however, when he volunteers to ferry a bomber over to England, and through his heroism is able to save the rest of the squadron when they are attacked by a Messerchmitt.

"Captains of the Clouds" was directed by Michael Curtiz.

RCAF's Fighting Pilots Heroes of Strand Drama

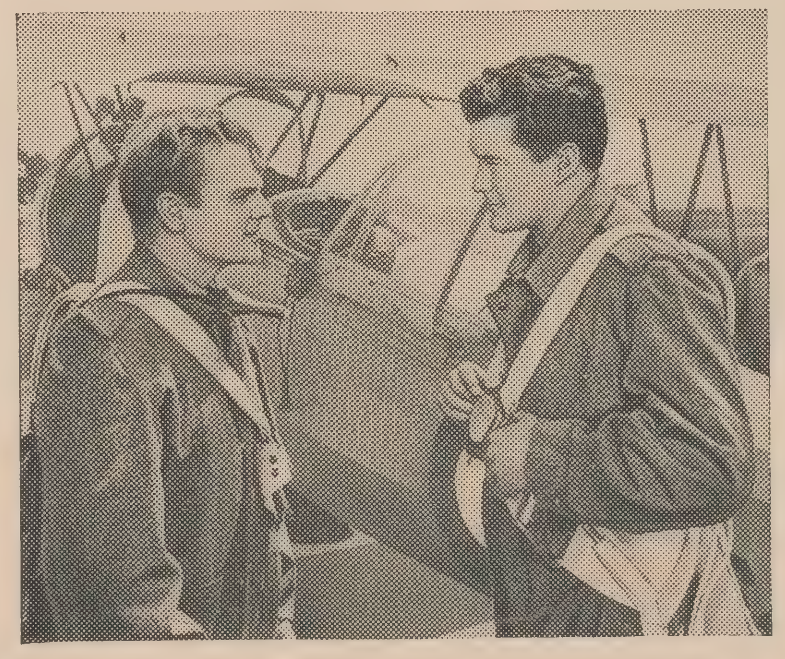
A total of 23,500 flying hours went into the making of "Captains of the Clouds," Technicolor air epic filmed in Canada, opening Friday at the Strand.

Squadron Leader O. Cathcart-Jones, assigned as technical advisor on the picture by the Royal Canadian Air Force, made the estimate, and he should know.

"Including scenes filmed both by Director Mike Curtiz and his stars, James Cagney, Brenda Marshall and Dennis Morgan, and the second unit, Warners camera crews spent four months in Canada," the squadron leader said.

"From one to 250 planes, ranging from training planes and pursuit ships to giant bombers, were in the air at least four hours of every day during the four months.

"Actually, the making of the picture at the Uplands, Rockcliffe, Trenton and Halifax Training Stations served to expedite our training program, and the formation flying for the camera planes gave our student pilots some valuable practical experience in aerobatics."



Mat 204—30c

FIGHTING HEROES — James Cagney and Dennis Morgan as members of Canada's air force in the new Technicolor picture, "Captains of the Clouds" that will open on Friday at the Strand.

CAST

Brian MacLean	JAMES CAGNEY
Johnny Dutton	DENNIS MORGAN
Emily Foster	BRENDA MARSHALL
Tiny Murphy	Alan Hale
Blimp Lebec	George Tobias
Scrounger Harris	Reginald Gardiner
Himself	Air Marshal W. A. Bishop
Commanding Officer	Reginald Denny
Prentiss	Russell Arms
Group Captain	Paul Cavanagh
Store-Teeth Morrison	Clem Bevans
Foster	J. M. Kerrigan
Dr. Neville	J. Farrell MacDonald
Fyffe	Patrick O'Moore
Carmichael	Morton Lowry
Chief Flying Instructor	S./L. O. Cathcart-Jones
President of Court-Martial	Frederic Worlock
Officer	Roland Drew
Blonde	Lucia Carroll
Playboy	George Meeker
Popcorn Kearns	Benny Baker
Kingsley	Hardie Albright
Mason	Ray Walker
Nolan	Charles Halton
Provost Marshal	Louis Jean Heydt
Student Pilots	Byron Barr, Michael Ames
Willie	Willie Fung
Blake	Carl Harbord

PRODUCTION STAFF

Directed by MICHAEL CURTIZ

Screen Play by Arthur T. Horman, Richard Macaulay, Norman Reilly Raine; From a story by Arthur T. Horman and Roland Gillett; Directors of Photography, Sol Polito, A.S.C., and Wilfrid M. Cline, A.S.C.; Aerial Photography by Elmer Dyer, A.S.C., Charles Marshall, A.S.C., and Winton C. Hoch, A.S.C.; Technicolor Color Director, Natalie Kalmus; Assoc. Technicolor Color Director, Henri Jaffa; Art Director, Ted Smith; Film Editor, George Amy; Sound by C. A. Riggs; Special Effects by Byron Haskin, A.S.C., and Rex Wimpy, A.S.C.; Technical Advisor, Squadron Leader O. Cathcart-Jones, R.C.A.F.; Chief Pilot for Warner Bros., Frank Clarke; Dialogue Director, Hugh MacMullan; Makeup Artist, Perc Westmore; Gowns by Howard Shoup; Musical Director, Leo F. Forbstein; Song, "Captains of the Clouds," by Harold Arlen and Johnny Mercer; Music by Max Steiner. (Running Time—113 minutes.)

STORY

(Not for publication): Brian MacLean (James Cagney), beats the other bush pilots of northern Canada to all their jobs, steals their business and undercuts their prices. Making one of his thefted business calls, he meets a pretty French-Canadian girl, Emily (Brenda Marshall). While he is tying up his plane at her dock, he falls and hits his head. Emily takes him into her home to nurse him. Meanwhile, the other pilots, Johnny Dutton (Dennis Morgan) and Tiny Murphy (Alan Hale), spot Brian's plane and land, anxious to get their hands on him. Emily, who is Johnny's fiancee, explains what has happened, and Johnny flies to Ottawa for a doctor.

MacLean, recuperating, finds that Emily is just a flirt and marries her, in order to stop Johnny from messing up his life. He takes her to the city, buys her some pretty clothes, gives her the rest of his money, and heads back for the bush country. There, he runs into Tiny, Blimp (George Tobias) and Scrounger (Reginald Gardiner). The four of them hear Winston Churchill's "We Shall Never Surrender" speech, and with one accord, they decide to join the R.C.A.F. They find that they are wanted badly, but as teachers, not fighter pilots, since they are too old. Johnny, who joined the service right after Brian married Emily, is a successful officer. Brian and Tiny, however, find it hard to obey all the rules and regulations, and finally Brian is discharged from the service. Trying to prove their fitness for power-diving, Tiny and Brian perform some aerobatics over a wings ceremony parade. Tiny blacks out and is killed, Brian has his civilian flying license taken away from him. Johnny meets Emily in a night-club and she tells him the real reason why Brian had married her, and begs Johnny to help Brian. Johnny gets his chance very soon after that.

He is commanding a flight of bombers to England, when Brian shows up with Tiny's papers, to pilot one of the planes. As the squadron of bombers approaches England, a lone Messerschmitt attacks. One plane is shot down, and the menacing black plane circles around, ready to pounce again. Brian slips out of formation, and pursues, dives until he sees his chance, then crashes into the Messerschmitt. The two planes fall together, disappear into the water.

113 min

CAVALCADE to CANADA

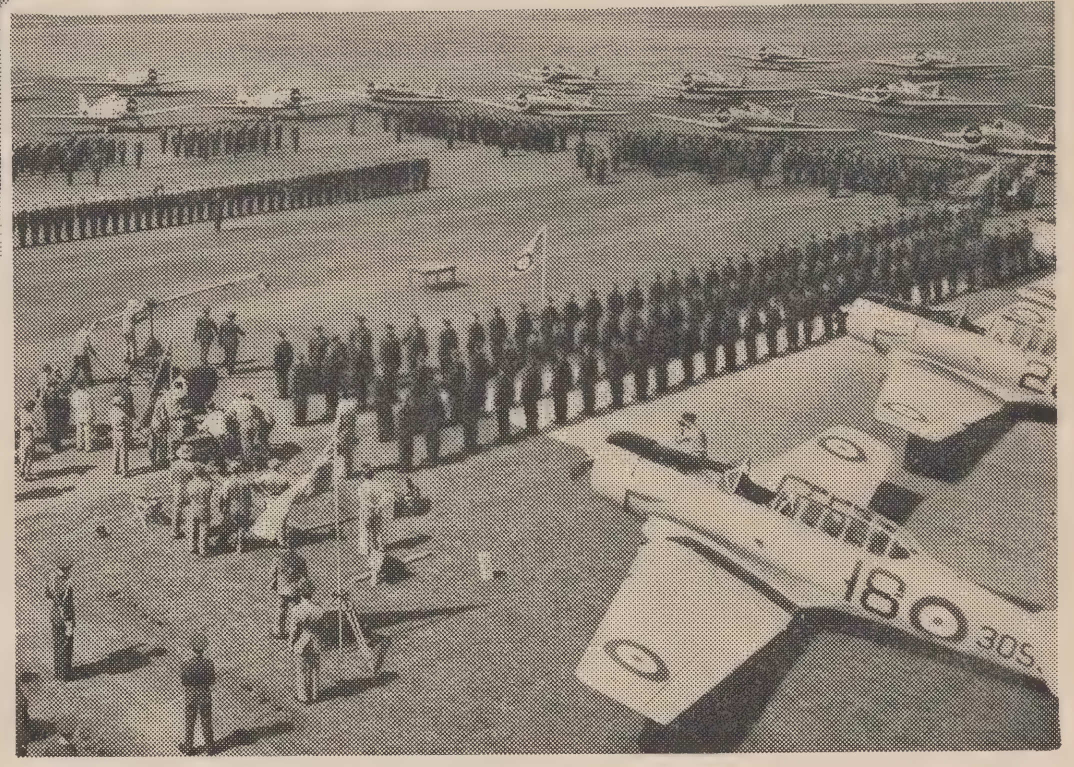
Director Michael Curtiz in a tete-a-tete with the Earl of Athlone, Governor General of Canada, who dropped in to see how the visiting movie-makers were getting on.

The players travelled up to Canada by train. Here's star Jimmy Cagney as he started off on the 3,000 mile trek — but he thinks his swell role in "Captains of the Clouds" was well worth the long jaunt.

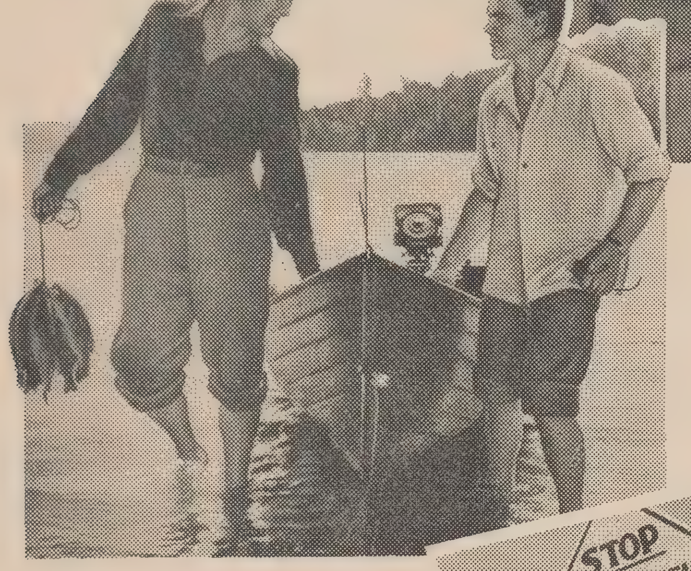
The Royal Canadian Air Force — America's air ally in the north — is the background of Warner Bros. new Technicolor movie, "Captains Of The Clouds." The film has a cast headed by James Cagney, Dennis Morgan, Brenda Marshall, Alan Hale and George Tobias.

In the interests of realism, a complete production unit headed by the stars and director Michael Curtiz made a safari from Burbank, California, to the wooded country surrounding North Bay, Ontario, a distance of more than 3,000 miles. The exact locale was Jumping Caribou Lake, 40 miles northwest of North Bay. A caravan of 60 cars made the trip, carrying several hundred thousand dollars worth of sound and photographic equipment. In addition, a number of planes were brought along, for wrecking purposes.

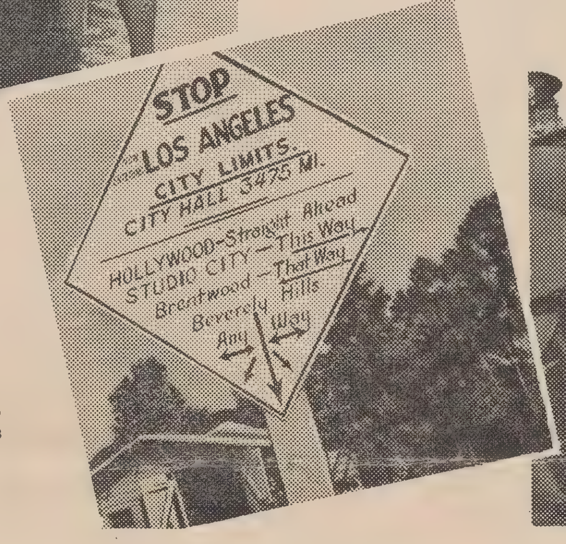
The accompanying pictures chronicle some of the activities of the unit on its "cavalcade to Canada."



This is one of the scenes made at the Uplands Airport, with the cooperation of the Canadian government. Regular members of the forces stationed there volunteered their services for this shot.



Nearby Trout Lake lived up to its name, Jimmy Cagney and Dennis Morgan discovered. On a grey day, with the lighting bad, the stars got themselves an outboard and a pretty fair catch.



(Right) The first thing the homesick-for-Hollywood troupe did was to put up this gag sign in their wilderness retreat.

(Right) Cagney and his screen girl friend Brenda Marshall obligingly submit to an icy ducking to get some shots Director Curtiz wanted for the picture.

(Left) While airplane sequences were being made at Uplands airport, men of the band got the signatures of Dennis Morgan and the other stars for the regimental drum.

(Mat of Type and Art Available. Order Mat "CC Mat 701B"—$1, from Campaign Plan Editor, 321 W. 44th St., N. Y. C.)

Technicolor Cameras Capture Beauty Of Canada's North Woods in RCAF Film

Four Technicolor cameras flew with the Royal Canadian Air Force, James Cagney and action-director Michael Curtiz in Warner Bros.' epic of the air, "Captains of the Clouds," opening Friday at the Strand.

Under the direction of Natalie Kalmus, with Winton C. Koch assisting Director of Photography Sol Polito behind the lenses, they recorded in brilliant red and blues and greens, yellows and scarlets, the vast, sparkling lake country of Ontario, the swift flight of fighter planes, the impressive scenes of Canada's Royal Air Force troops in review.

Famed aerial photographers Elmer Dwyer and Charles Marshall flew in the big camera ship, a tri-motored Stinson called "Alice the Goon," big enough to operate the camera on a dolly track. Starting several months ago on a location trip that all told lasted more than four months, the camera men undoubtedly put more of Canada on film than had ever been photographed in Technicolor before. This was the first time a full-fledged motion picture company had ever attempted to produce the greater part of a Hollywood picture in Canada.

Most spectacular shots of the trip were dog fight scenes between four planes high over Jumping Caribou Lake, near North Bay — the Quintuplet country—and scenes of Hudson bombers in combat with a Messerschmitt 110 over the Atlantic.

The aerial photographers reported that no special difficulties were encountered — "because we had our own stunt pilots, four of them—and those RCAF boys are just about the best pilots in the world. They can land a plane on a dime and give you a nickel change."

Outstanding color work will be revealed in "Captains." Harvard trainers, the ships fledgling pilots use in Canada, are a bright yellow. In July, the grass was as green as fresh paint. Blue skies were hung in billows in cumulus white clouds. Lakes were blue and green.

Officers and men of the flying force appeared in many full dress reviews, wearing the powder blue of the RCAF. Squadron Leader O. Cathcart-Jones of the RCAF acted as technical advisor.

Mat 209—30c

RECRUITS—Alan Hale, George Tobias and James Cagney, as bush pilots from Canada's North Woods, arrive at the air field to join the Royal Canadian Air Force in "Captains of the Clouds," new Technicolor film starting Friday at the Strand.

Plenty of Mileage

James Cagney ended 1941 with more travel behind him than in any previous year in his career.

Two trips to Martha's Vineyard knocked off 12,000 miles, his location jaunt to Canada for "Captains of the Clouds" set up 7,000, and he travelled 2,000 miles in the Dominion — total 21,000 miles by plane, train and automobile. He plans to stay at home in 1942.

Brenda Marshall Subs for Cupid

As a substitute for Cupid, Brenda Marshall—or a facsimile of same—is an astounding success.

Miss Marshall, striking young actress under contract to Warner Bros., learned all about it today.

When she was in Canada not long ago, on location with the "Captains of the Clouds" company, Miss Marshall, along with Jimmy Cagney, Dennis Morgan, George Tobias and the rest of the company was besieged by fans for pictures and autographs.

Mat 105—15c

Brenda Marshall

Just what was done with one of those pictures was confessed to Miss Marshall in a letter she received today from a city in western Canada.

"Dear Miss Marshall," it read. "I have a confession to make and I owe you an apology. I got one of your photographs when you were in Ottawa. It didn't have your autograph on it. I sent it to a matrimonial club saying it was a picture of me. I got 427 proposals. Some of them were from pretty decent fellows who were not in the armed forces for one reason or another, and I investigated some of these. Finally I found the right one and introduced myself. I don't look much like you, Miss Marshall, but he had a fine sense of humor. So here I am, married, and very happily, thanks to you and your photograph."

No name was signed, so Miss Marshall was unable to wire her good wishes to the newly-wedded couple as she would have liked to do.

Win, Lose or Draw—Jimmy Cagney's Film Bouts Pack Plenty of Punches

A James Cagney screen fight looks as unrehearsed as an explosion. Blows land, men fall, chairs crash with the abandon of a bar-room brawl.

Sometimes Cagney wins. Often he doesn't. Beginning a new cycle of battle in his recent four or five pictures, Cagney has been taking it on the chin. In any event, his fights always resemble spontaneous combustion.

As a matter of fact, they are as carefully rehearsed as the winning plays of a football team and in a sense they resemble football strategy.

In his current picture, Warner Bros.' "Captains of the Clouds," opening Friday at the Strand, Cagney has a whale of a fight with Dennis Morgan. It involves some wild haymakers, some punishing infighting, and a right clip to the chin that sprawls Morgan across the room.

The fight scene begins early in the morning — with Cagney and Morgan as spectators. The scrub team goes in first to rehearse the plays.

The scrub team, consisting of expert boxers Harvey Parry and "Red" Breen, fights the fight before Director Michael Curtiz, tries this and tries that for several hours. Apparently landing punishing blows on chin and solar plexus, they never hit each other at all.

The pulled punch, the fake knockdown, are commonplaces to these fighting men.

When they have finished, the standins come in. They don't fight. They merely assume belligerent attitudes before the camera while the lights are adjusted and the camera angles are approved.

Next step in the fight is first team versus scrubs. Cagney rehearses with Harvey Parry. Morgan rehearses with "Red" Breen. Director Michael Curtiz referees both fights at the same time, shouting encouragement to all four battlers.

Finally, Cagney and Morgan run through the fight, timing it, practicing blows, grazing each other's whiskers with swings that will look deadly on the screen.

The real fight—or what's supposed to be a real fight—is likely to take place hours after Harvey Parry and "Red" Breen first rehearsed it. By that time, Cagney and Morgan not only know what they are supposed to do, when they are supposed to turn, how they are supposed to fall, but they have the feel of the thing. Their muscles have learned what to do.

One take usually does the trick, unless there's an accident. There usually isn't. Both men are good boxers, Cagney is probably Hollywood's best actor-fighter. It looks just as good on the set as it will on the screen.

Mat 205—30c

TROUBLE BREWING—Dennis Morgan seems to be looking for a fight and James Cagney's going to give it to him in this scene from the new Technicolor picture, "Captains of the Clouds," coming to the Strand on Friday.

"Earmarked for sensational grosses as one of the best of all air service pictures!" *—DAILY VARIETY*

Mat 202—30c

AT STRAND TODAY—Brenda Marshall and James Cagney in the new Technicolor drama, "Captains of the Clouds," a timely story of America's air allies, the Royal Canadian Air Force.

'Captains of the Clouds' Strand's New Picture

James Cagney's newest starring picture, "Captains of the Clouds," a stirring story of Canada's heroes of the air, will have its first local showing today at the Strand Theatre. Dennis Morgan, Brenda Marshall, Alan Hale, George Tobias, Reginald Gardiner and Reginald Denny head the featured cast of the new picture, which was filmed by Warner Bros. in Technicolor.

Made with the cooperation of the Royal Canadian Air Force, "Captains of the Clouds" was filmed against the authentic backgrounds of the Canadian North Woods and the RCAF training field at Uplands. Director Michael Curtiz, the cast, and his crew of technicians travelled more than three thousand miles and spent nearly four months making the picture.

The story of "Captains of the Clouds" tells of the daredevil bush pilots of the North Woods country who join the Royal Canadian Air Force, only to find that in spite of their years of flying experience they are not eligible to be fighter pilots because they are too old. Instead they are assigned to teaching jobs. Cagney, as the most individualistic of them all, finds himself constantly in hot water because of his disregard of rules, and his insistence that a good pilot flies "by the seat of his pants." In disgrace, he nevertheless achieves at last his ambition to fight his country's enemies in the sky, to the lasting regret of those enemies. Interwoven with the action drama is an unusual love story involving Cagney, Dennis Morgan and lovely Brenda Marshall.

"Captains of the Clouds" was adapted for the screen by Arthur T. Horman, Richard Macaulay and Norman Reilly Raine, from a story by Arthur T. Horman and Roland Gillett.

War Ace in Movie

Most moviegoers may fail to recognize him, but Canada's world-famous "Billy" Bishop, V.C., who shot down 72 German planes in World War I, plays himself in Warner Bros.' "Captains of the Clouds." He appears in his full dress uniform as Air Marshal of Canada and makes a fighting speech to a group of pilots. Author of the speech was none other than "Billy" Bishop himself.

Up-and-Comer Dennis Morgan Has No Star Dust in His Eyes

James Cagney cuffs him around with fond, hard licks. Alan Hale calls him "Junior," says he is reminded of a kid who always says the wrong thing on the telephone.

Motion picture exhibitors, who count popularity in terms of cash at the box office, recently picked him as one of ten young men most likely to achieve stardom.

"Junior" himself, name of Dennis Morgan, can't make up his mind whether he'd prefer to play first base for the White Sox or sing top tenor for the Metropolitan Opera. Apparently, he is equipped to do either, or both.

Meantime, he strides ahead in Hollywood, working hard, hoping they'll let him sing. He is absolutely unaware that he has become an important young man. If the over-worked term "unspoiled" can be used with any grace, it can be used here.

There was good evidence of that recently when Warner Bros. sent Dennis along with Cagney, Hale, George Tobias and a cast and crew of 200 to Ontario, Canada, to do aviation scenes for "Captains of the Clouds." One of the stops the special train made was at Port Huron, Mich., the port of entry into Canada.

A crowd of several hundred, patiently waiting, clamored around the sleeping cars and Dennis, who had been modestly experimenting with the laws of chance in company with several professors from the electrical and property departments, thought it would be amusing to join the crowd and yell under Cagney's window.

It didn't work quite that way because the crowd seized him, made him sign autographs for half an hour, and tried to get him to sing.

"Must have been a big piece in the paper," he grinned. "Must have been a picture too. They knew who I was."

Mat 101—15c

DENNIS MORGAN

Candidly, he simply isn't as modest as all that. He will not hesitate to tell you that he is a pretty swell ball player, and he isn't the kind of singer that has to be coaxed.

Dennis Morgan, as a lot of people probably know by now, is the singer who came to Hollywood as a protege of Mary Garden's. Dennis sang in a few short subjects, but so quickly became a leading man that motion picture producers, none of them famed for musical appreciation, decided that he should remain that way. He played college and semi-pro baseball.

(PREPARED REVIEW)

'Captains of the Clouds' Tells Glorious Story of the Royal Canadian Air Force

Cagney Tops All His Previous Performances In Timely New Strand Theatre Attraction

James Cagney takes off on his greatest role in "Captains of the Clouds" which opened yesterday at the Strand Theatre. In a career which has been studded with brilliant performances, his role as the daredevil flyer in the new Technicolor picture emerges as the grandest of them all.

"Captains of the Clouds" is a story of the Royal Canadian Air Force, and it is a story of glory, a story of thousands of men who hourly risk their lives that democracy may survive. Magnificently directed and photographed, superbly acted and brilliantly written, the new motion picture is one of the most vital and enthralling entertainments the screen has provided in many years.

A large and able cast supports Cagney in the film. There is Dennis Morgan, handsome and virile young leading man, who more than fulfills the prophecies made for his success after his fine performance in "Kitty Foyle." Brenda Marshall, whose flashing brunette beauty is fully revealed for the first time by the Technicolor cameras, is completely believable as a flirtatious and vixenish French-Canadian girl who plays havoc with the hearts of the fighting pilots. Alan Hale, George Tobias and Reginald Gardiner, as an Irish, Canadian and English flyer, respectively, each turn in memorable performances.

The story of "Captains of the Clouds" deals with a group of pilots who make a difficult and dangerous living picking up freight and passenger jobs in Canada's northern woods and lake country. Immersed in their own romantic, financial and personal problems, they pay little heed to the war until one day they hear Winston Churchill's "We Shall Never Surrender Speech." With one accord they go to the nearest air field to enlist. They are somewhat chagrined to learn that they are considered too old to be fighting pilots, that the air force can use them only as teachers. Used to flying "by the seat of their pants," they find the rules and regulations trying, and Cagney, a rugged individualist, is finally put out of the service because his disregard of rules causes a near-casualty. At last, however, using the papers of one of his pals who has done his last power dive, he gets the chance he has dreamed of — to fly a bomber to England. On the way over, the unarmed squadron is attacked by a lethal Messerschmitt, and in one final and magnificent act of courage, he wings his way to glory.

Michael Curtiz has given "Captains of the Clouds" the benefit of his genius as a director of the action film. The director of such epical films as "Captain Blood," "The Charge of the Light Brigade," "The Sea Wolf," "Dive Bomber" and "They Died With Their Boots On" handles the tremendous scope of the action with complete assurance. The story, which blends romance, comedy and drama in perfect proportions, was adapted for the screen by Arthur T. Horman, Richard Macaulay and Norman Reilly Raine, from a story by Arthur T. Horman and Roland Gillett. Max Steiner's symphonic musical score forms a brilliant symphonic background.

Director Curtiz Gets Emotion — Even from an Airplane!

Mike Curtiz, they are saying in Hollywood, doesn't know the difference between a horse and an airplane. This is probably not true. Mr. Curtiz is a discerning director, and Hollywood, a town in which understatement is regarded with horror, merely means to say that when it comes to handling horses or airplanes on the screen, Mike Curtiz doesn't make any distinctions.

The classic Curtizism occurred during production of a horse opera, and since Mike shifts from aviation to equitation with the ease of a stunt man, it may be the source of the current rumor.

The hero — probably Errol Flynn—was ready for the great cavalry charge. But, preceding him, there was to come a galloping herd of riderless horses. There was a slight delay, which excited Curtiz.

"Bring on the empty horses!" he yelled.

It was at San Diego during production of "Dive Bomber" that observers first began to comment on Mike's attitude toward planes. They say he expected flights of fighter ships and squadrons of bombers 3,000 feet high in the sky, say, to perform for him with the obedience of cavalry troops which are made up of Hollywood stunt riders.

The big scene and the big moment came when he had a flight of more than two hundred Navy bombers fly in formation over the fleet.

This was a manoeuver that had to be timed precisely. The Navy, not then at war, was cooperative, but at that you can't expect admirals and wing commanders to perform as docilely as motion picture extras.

At the given signal, the great flight of bombers took off, shifted into formation, and came over the fleet in perfect design. Four cameras ground. It was a swell shot, everybody said.

"Cut," ordered Curtiz. "We do it again. They should come in faster, lower, and with more charging," he explained patiently.

They didn't, of course, cut. They went right no taking that scene. To repeat it would have been another whole day's work.

In his current film, Curtiz again uses planes, this time more skillfully than ever before. "Captains of the Clouds," which is being called the greatest air picture ever made, was produced in Canada. Five Hollywood stunt flyers went along, but all of the RCAF flying was done by RCAF men. James Cagney plays the starring role, with Dennis Morgan, Brenda Marshall, George Tobias, Alan Hale, Reginald Gardiner and Reginald Denny.

Curtiz was respectful when he met the RCAF flyers. He didn't treat them like anything except the gallant gentlemen they are. But it was amazing the way he took over their flying field.

"I want planes here, and there, and a lot of planes over there, and some on the ground," he ordered.

"Just as if he were arranging 'The Charge of the Light Brigade,'" a property man grimaced. "I bet he orders 'em to gallop."

Mike knew better than that. The fact that he uses planes like horses is actually a distinction that makes his plane pictures, by and large, a little better than almost anybody else's plane pictures. To him, the aircraft is a living, breathing thing, the hero of every scene in which it appears. He wants it to move, respond to his every direction.

You might even have a go at Hollywood exaggeration and say Curtiz wants his planes to show emotion. Sometimes he almost manages to achieve that effect.

He is fond of forming patterns of planes in the sky, and fond of shooting them at odd angles from the ground—as he might shoot a cavalry action by placing his camera low and getting the churn of the horses' legs.

But even though he thought of them as horses, if he did, Curtiz produced in "Captains of the Clouds" a film that has all the authority of a documentary, with none of the footnote dryness associated with that type of picture. He shot the picture under the aegis of the Royal Canadian Air Force, with "Billy" Bishop, V.C., Air Marshal of Canada, as one of his chief actors, and with a squadron leader as his technical adviser.

It must be admitted that Curtiz and the squadron leader had a few bad moments. There were times when Mike wanted to cut didos that not even the RCAF, which was naturally prejudiced because the picture is about them, would stand for. When you see the big planes in "Captains" you may be sure that whatever they are doing is something which would actually occur in real life. Squadron Leader O. Cathcart-Jones of the Royal Canadian Air Force, will vouch for that.

Churchill Speech In RCAF Film

Prime Minister Winston Churchill's voice, delivering a portion of one of his most historic war speeches, is heard in "Captains of the Clouds," Warner Bros.' Technicolor film story of the Royal Canadian Air Forces, opening Friday at the Strand.

James Cagney, George Tobias and Alan Hale, cast as Canadian aviators, are listening to the radio when these words, taken from Churchill's report on the Battle of Dunkirk, come over the air:

"We shall never surrender, and even if, which I do not for a moment believe, this Island or a large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British fleet, would carry on the struggle, until the New World, with all its power and might, steps forth to the rescue and liberation of the old."

A record made in London at the time of the speech was used.

Mat 210—30c

'CAPTAINS OF THE CLOUDS,' the new Technicolor picture at the Strand tells the glorious story of the Royal Canadian Air Force. James Cagney is starred and George Tobias and Alan Hale (right) are featured.

Mat 208—30c

BRENDA MARSHALL is the lovely eyefull who wreaks havoc with with hearts of the gallant pilots in "Captains of the Clouds," the new Technicolor air drama currently showing at the Strand.

'Cagney Tops at Kissing,' Says Brenda Marshall

Those feminine players who think they know all there is to know about screen kisses can scarcely rate as experts, believes Brenda Marshall, until they have been kissed by James Cagney.

The energetic redhead kisses Miss Marshall in "Captains of the Clouds" and, like all the other recipients of a Cagney osculation in Hollywood, she has "stayed kissed" ever since. "Captains of the Clouds" is the new Technicolor film opening at the Strand today.

A Cagney kiss, suggests Miss Marshall, is an experience that is not to be viewed too lightly, either in anticipation or retrospect. It has a dash, a fervor, a technique that makes it particularly distinctive It is not "hard to take."

"Neither," says Miss Marshall, "is it easy to forget."

Cagney is a rough, though earnest kisser in pictures. He has kissed more women than he has struck during his Hollywood career. The public has remembered the blows to the fair chins. The ladies involved seem to have remembered the smacks and to have forgotten and forgiven the whacks.

The star follows the demands of the scripts and his directors both in his kissing and his punching sequences. He styles either or both according to the character he is portraying. When he kisses Brenda Marshall in "Captains of the Clouds" he is playing a "bush pilot" in Canada—a young man who is experienced in taking chances as a flyer or a lover. But it was Brenda who took the chance during the filming of that first kiss between them.

Whatever plans they may have made in advance or whatever instructions director Michael Curtiz may have given before the scene were all promptly forgotten once the camera turned and the word "action" sounded.

Jimmy took it seriously. He grabbed Brenda, who couldn't keep her hat or her breath, so violent was Cagney's embrace and so vehemently did he kiss her.

Brenda came out of that clinch looking bewildered. Cagney looked satisfied and director Curtiz was patently happy.

"It isn't every actor man can deliver a kiss like that," he chortled. "It's one for the page." (He probably meant book.)

In any event it serves very well for a memorable scene in "Captains of the Clouds," which has many memorable scenes.

Dying for the Camera Proves Lively Job for James Cagney

Nine lives are enough for one man to give for his studio, observed James Cagney, while in the throes of a spectacular demise in his new starring picture, "Captains of the Clouds," which is currently showing at the Strand.

By and large, actors love to die — which is to say, on the screen, of course. Many an up-and-coming player has made himself famous with one memorable death.

Cagney's case was a little different. Already a famous dier, having kicked off eight times and been mourned by many a sympathetic audience, this kind of leave-taking is no real novelty to him.

The trouble is that Cagney's deaths are always painful, and, as in "Captains of the Clouds," they take a long time.

Cagney was full of bullet holes and he had been dying for four days, assisted by Michael Curtiz, who seemed to be in no hurry for his star to shuffle off the mortal coil. On the contrary, Curtiz was doing everything possible to keep Jimmy alive until he had wrung the last dramatic gasp from him.

Cagney dies, as you shall see on the screen, from machine gun bullets and the effects of a crash with a German Messerschmitt 110. First the bullets shatter the glass over the star's head. Then they hit him. Bloody-headed, Cagney fights on. It probably tops any of the eight highly dramatic deaths that Jimmy has died for the sake of the box office, and so Curtiz was being pretty special about it. He had three Technicolor cameras trained on this death scene and was photographing it from every angle.

The trouble is, said Cagney, that he arrived bright and cheerful enough for work every morning, had to go immediately into makeup and get fixed up like an incipient corpse. All day he wore gooey red paint on his forehead. The stuff got into his eyes and nose.

Mat 102—15c

JAMES CAGNEY

He got it off during lunch hour, but had to submit to having it replaced exactly as was for afternoon shots.

During the death scene, sixteen machine guns (well, they make noises like machine guns) and eight repeating shotguns were constantly fired. The din was ear-splitting. Cagney, who was in the middle of everything, had a headache, a four-day headache. "I wish I was dead, so I could take that vacation," he said.

"Ace boxoffice. . . . Heavy grosses will be the rule when 'Captains of the Clouds' opens!" —HOLLYWOOD REPORTER

Mat 203—30c

ONE FIGHT—COMING UP! Alan Hale, Brenda Marshall, Dennis Morgan and James Cagney in a scene which looks like the warm-up for a battling good fight. The movie is "Captains of the Clouds," at the Strand.

PRODUCTION BRIEFS

(Shorts and Column Items)

Squadron Leader O. Cathcart-Jones, who was assigned by the Royal Canadian Air Force to watch every scene in Warner Bros.' Technicolor air epic, "Captains of the Clouds," has wired his commanding officer, Air Marshal W. A. Bishop, V.C., that the film "is positively the best aviation picture ever filmed, a first-rate credit to the fighting men of the RCAF."

Cathcart-Jones served as technical adviser for the film as a definite assignment from the RCAF. He holds eight world records, which he set in the Australian Air Race of 1934, and is a cousin of the British Royal Family.

* * * *

Any number of odd and humorous incidents happened to various members of the company Warner Bros. sent to Canada to film "Captains of the Clouds." Favorite of Jimmy Cagney, who stars in the story of the RCAF, is about the recruit who obtain leave to visit his family, overstayed it a couple of days, and wrote his commanding officer for "an extension of my A.W.O.L."

The six studio technical men who have volunteered for the Royal Canadian Air Force because they couldn't wait to get in the U. S. Air Corps have swapped well-paying jobs for $1.30 a day. To make up for this loss, in part, Brenda Marshall and other members of cast and crew of Warner Bros.' "Captains of the Clouds," formed a little trust fund which has been deposited in a Canadian bank. The boys can draw on it for entertainment, but each time they do, a like amount has to be taken out and spent on a Canadian, Australian or New Zealand flyer.

* * * *

Joseph G. W. Clark, director of public relations for the Dominion of Canada's army and air force, who was here recently to confer with Warner Bros. on the Canadian release of "Captains of the Clouds," said he was almost sorry that the United States had entered the war. "We won't get any more American flyers in the RCAF," he complained. "And how in the world can we run the RCAF without Texans? Boy, those Texans, they're flying fools!"

Title songs of Warner Bros.' "Captains of the Clouds," Warner Bros.' Technicolor production on the Royal Canadian Air Force, is being orchestrated by the studio music department for the 150-piece RCAF brass band at Uplands, Ontario. Gesture is a token of appreciation to RCAFers who cooperated in making the film.

* * * *

RCAF Squadron-Leader O. Cathcart-Jones, world-record holding aviator who acted as technical advisor for Warner Bros.' "Captains of the Clouds," also acted in a brief scene. His salary as an actor was donated to the RCAF Benevolent Fund for widows and orphans of flyers killed in service.

* * * *

In Warner Bros.' "Captains of the Clouds," 110 leading aircraftsmen of the Royal Canadian Air Force are shown receiving their wings as commissioned officers from Air Marshal "Billy" Bishop, V.O. All of the men in the scene are now overseas, billeted from London to Singapore.

Mat 207—30c

HANDS ACROSS THE TABLE—Brenda Marshall and Dennis Morgan caught in a romantic moment in the new Technicolor picture, "Captains of the Clouds," which is currently showing at the Strand Theatre.

If It's a Good Fight, Alan Hale Will Be in It!

Whenever there's a rip-roaring fight in Hollywood, you can safely bet a button that Alan Hale is in the thick of it.

This refers, of course, to screen fights, not to those publicized fiisticufls in the bistros and night spots in which nobody gets hurt. The Hale fights usually end up with people getting thrown through doors. Other people get chairs smashed over their heads. Hale, big, blond, bluff, is always shown enjoying his battles, doing violence for the sheer joy of battering conflict.

Mat 109—15c

Alan Hale

And he has, come to think of it, jousted under almost every flag. He fought as a Spaniard in "The Four Horsemen of the Apocalypse," as a United States Marine in "Leathernecks," as a Union soldier in "Dodge City," as an Englishman in "The Private Lives of Elizabeth and Essex," and again in "The Sea Hawk," as a doughboy in "The Fighting Sixty-ninth," and now we have him as a Canadian aviator in "Captains of the Clouds," the Technicolor air epic starring James Cagney and currently showing at the Strand.

He doesn't, he says, like to fight.

He means personal, angry combat. Screen fights are all right, lots of fun, good exercise.

"It's one of the penalties of being a big man," said the big man. "A fight with another big man can be almost fatal for one of us. When a 230-pounder claps you one under the chin or over the eye, it's due to lay you low. With lightweights it's different. They can bang away all day and nobody gets hurt. Not even other lightweights.

"Say — you ever notice, big men don't fight each other? Well, hardly ever. They know better. It's always little men who hop on big guys, or big guys who pick on little ones, or little ones that fight little ones.

"That's not complicated. It just makes sense. A big guy who clouts a little one is a coward. And if the little man licks him, he's yaller. And if he fights another big fellow, he may get his bean knocked off. So you see—the most peaceful people in the world are the big men."

Voice with a Song

Dennis Morgan dropped a nickle in one of those telephone juke boxes and asked for a number.

"You sound a little like Dennis Morgan," the operator said.

"I am Dennis Morgan," said Dennis Morgan.

"You're kidding," said the operator. "You can't prove it. Sing me a song, and maybe I'll believe you."

Cupping his hands over the mouthpiece, Morgan sang "When Irish Eyes Are Smiling."

"Could be," said the operator. "Anyway, I liked it."

Then she returned his nickel.

Put Thumbs Down On Comedy Roles

Being a funnyman is harder to live down than a term at Alcatraz, says Reginald Gardiner, currently featured in "Captains of the Clouds."

Mr. Gardiner, a young man with an international reputation for the quaint quip, the imitation of railroad engine whistles, and the anecdote that lays them in the aisles, has renounced comedy for serious reasons. One of his most logical statements is that he is disgusted with being at the beck of motion picture directors who say:

Mat 106—15c

Reginald Gardiner

"This scene needs some comedy. Have Reggie run in and make a funny face."

"Look," said Mr. Gardiner. "Being a comedian sinks a man into the deepest rut in pictures. Talk about the dangers of being 'typed'! Once you get a reputation of some sort as a comic, you're done for. You have to go on being funny.

"I mean—it's better to play parts. Know what I mean? Heavies, characters, even whimsical souls. Man can go on doing that for years."

Cagney Croons 'Bless 'Em All'

James Cagney, who has always insisted that he would rather be a singer than a motion picture star, gets his opportunity in Warner Bros.' "Captains of the Clouds," the big Technicolor air epic now showing at the Strand.

Not only does he sing, but he sings lyrics which he helped to write.

The song, "Bless 'Em All," is the British Tommy's current favorite, comparable to "Tipperary" in the first World War. Cagney collaborated with M. K. Jerome on new words, and sings them in a barroom duet with Alan Hale.

Mat 107—15c

James Cagney

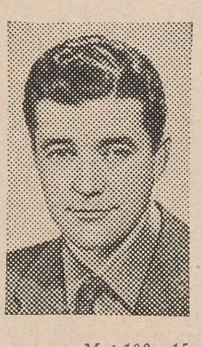
The first chorus:

"Bless 'em all, bless 'em all,
The short and the wide and the tall;
Bless the potatoes that we have to skin,
Each day we're taking it right on the chin.
When the weather gets cold in the fall,
There'll be no one to hand us a shawl,
No ice cream and cookies for flat-footed rookies,
So cheer up, my lads, bless 'em all!"

Learned His Kiss Technique by Book

Dennis Morgan was being interviewed by an admiring woman fan magazine writer on the set of "Captains of the Clouds" at Warner Bros.

"Take the left hand of the lady in your right," Morgan was heard saying, "Let your hat go—any place, out of the way. Place your left hand gently over her shoulder and let it fall down the right side toward the belt. Don't be in a hurry. Draw her gently, lovingly, to your heart. Lean slightly forward, take good aim. Your lips meet . . .



Mat 108—15c

Dennis Morgan

"That's the way to kiss."

When the interviewer had virtually staggered from the set, her eyes full of stars, James Cagney and Alan Hale, who were about to pop, wanted to know what "that mess of rhetoric was all about."

"Oh," said Dennis airily, "just something I read in a book. Listen, you know how I kiss 'em—I just grab 'em and hug 'em, you know that."

"Dern kid," said Hale. "Thought maybe you knew what you were talking about. Say—mind lending me that book?"

Meet George Tobias — Cowboy from Manhattan!

One of these fine California mornings, as sure as fate, George Tobias is going to get a noose around a calf's neck.

Mr. Tobias is a large and antic young actor who works for Warner Bros. in Hollywood. He is affectionately and obviously indigenous to Broadway, master of all its dialects and connoisseur of the best eating places. You would not expect to see him on a cow pony galloping around gulches after calves.

Mat 104—15c

George Tobias

These lines will doubtless sadden Mr. Tobias, who sets vast store by his prowess as a calf catcher and insists that he has roped many a bawling Brahma. It is an observed fact that he is a first rate rider and that he can make a rope whistle like a veteran, but even Mr. Tobias' chief admirers confess that they have never witnessed the exciting rite of Mr. Tobias actually biting the dust with a calf on the end of his rope. But Mr. Tobias keeps trying.

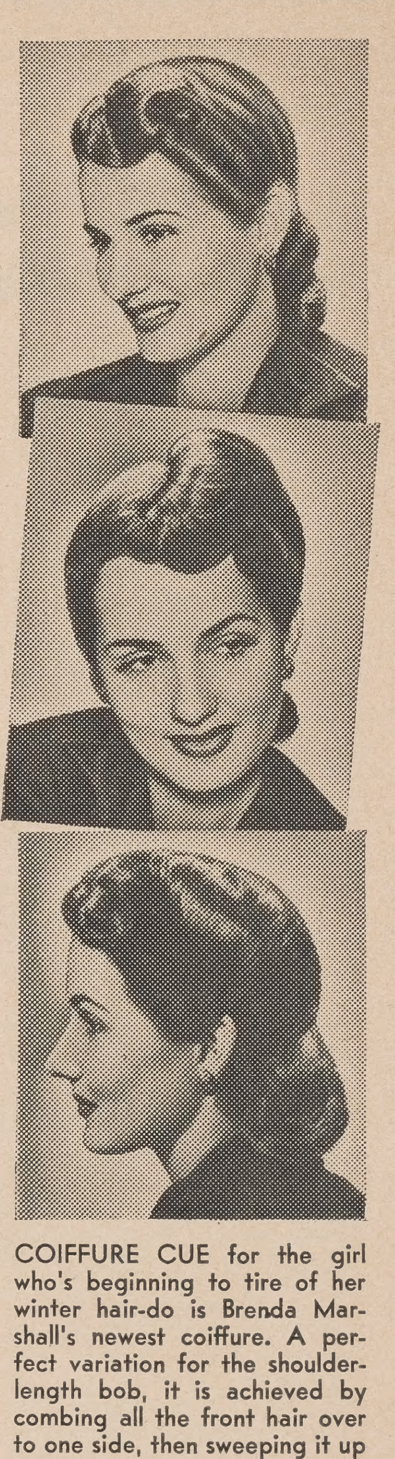
George Tobias undoubtedly took up calf-roping when he came to California for the same reason he would take up Alp-climbing if he went to Switzerland or glass blowing if he visited Venice. He is a young man whose appetite for doing things is formidable.

As an actor, he is currently described by some Hollywood phrase-coiner as "hot as a firecracker." In 18 months on the Warner Bros.' lot he has appeared in some 15 motion pictures. He started attracting attention as the quixotic bandit chief in "Torrid Zone," played Igor Propotkin in "Out of the Fog," was Pusher Ross, the ex-subway guard in "Sergeant York," and is a French-Canadian bush pilot in the new James Cagney picture, "Captains of the Clouds." Between and before these films, he did Italians, Frenchmen, Russians, Germans, Spaniards and Brooklynites with fabulous ease.

At 36, Mr. Tobias has crammed more than 21 years of stage experience into his life, beginning with a tour of duty as the ape in "The Hairy Ape." As a Broadway stage actor, he played in "The Mob," "The Road to Rome," "What Price Glory?" and in "You Can't Take It With You" as the unforgettable Russian dancing master.

He never expected to stay in Hollywood longer than it would take to get his laundry back twice, but when Warner Bros.' Studio, which has a bright eye for versatility, discovered him, his fate was practically sealed. And George has a swell time.

Hollywood Beauty Tips



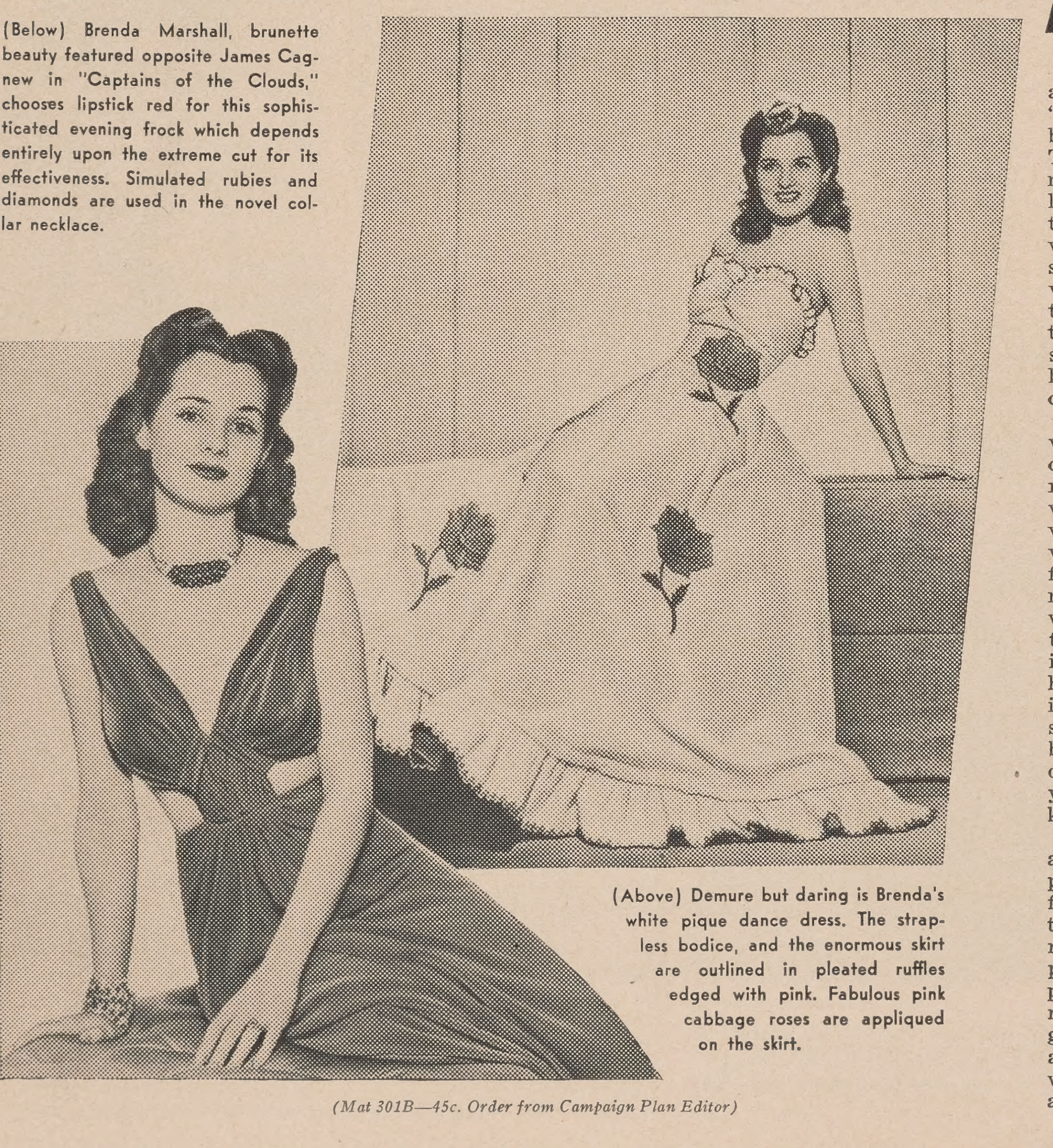
COIFFURE CUE for the girl who's beginning to tire of her winter hair-do is Brenda Marshall's newest coiffure. A perfect variation for the shoulder-length bob, it is achieved by combing all the front hair over to one side, then sweeping it up from the side in a high, waved roll. The back hair is worn in two neat, turned-under rolls low on the back of the neck. Above, Miss Marshall, who is currently featured in "Captains of the Clouds" obligingly gives us a side, front and back view.

(Mat 101B—15c. Order from Campaign Plan Editor)

After Dark Fashions

Posed by Brenda Marshall. Featured in 'Captains of the Clouds'

(Below) Brenda Marshall, brunette beauty featured opposite James Cagnew in "Captains of the Clouds," chooses lipstick red for this sophisticated evening frock which depends entirely upon the extreme cut for its effectiveness. Simulated rubies and diamonds are used in the novel collar necklace.



(Above) Demure but daring is Brenda's white pique dance dress. The strapless bodice, and the enormous skirt are outlined in pleated ruffles edged with pink. Fabulous pink cabbage roses are appliqued on the skirt.

(Mat 301B—45c. Order from Campaign Plan Editor)

(FASHION FEATURE)

Technicolor Film Shows Color's Flattery—Try It for Spring!

The ladies—"bless 'em all," as Jimmy Cagney sings in "Captains of the Clouds"—will be a colorful lot this spring. The traditional navy blue will make its appearance, and "the little black dress" so dear to the hearts of smartly dressed women everywhere will still be seen, but both will be spiked with color if their wearers want to appear at their most attractive. And even the most conservative ladies will select at least one outfit that is gay in color from tip to toe.

With so much of the male world in uniform, women's clothes are thrown into sharp relief. If you don't believe us, watch the next soldier or sailor who strolls down the street with his girl on his arm. You'll find you're noticing her frock much more closely than you're watching the girl right behind them, who's walking with a man in civilian clothes. And we'll bet her soldier (or sailor) is noticing her plenty, too. He's been spending his time surrounded by drab uniforms, and the sight of his best girl wearing a trim yellow wool dress is just the kind of change he needs.

The attractiveness of colorful apparel is more than ever emphasized to us when we see a film in Technicolor. In "Captains of the Clouds," the current Strand show, for instance, pretty Brenda Marshall, who plays a girl from Canada's north woods, wears mostly gingham dresses or sweaters and skirts, clothes which you would hardly take heed of in a black and white movie. But with the added advantage of good neighbors heading the list. color they take on a definite charm. Most striking illustration of our point, though, is the brief nightclub scene. Escorted by Dennis Morgan in the uniform of the Royal Canadian Air Force, Miss Marshall's vivid beauty (and her escort's uniform) are beautifully complemented by the lipstick red evening frock she wears.

Red, incidentally, is high on the list of fashion favorites for the spring, the bright clear red that symbolizes courage. And how about varying that ancient spring formula of a navy blue suit with red trimmings, by selecting a trim little sports suit in red and flanking it with navy accessories. Pastel shades, too, will brighten the spring fashion scene for complete costumes as well as accessories. The new grayed blue shades are an excellent choice for the indispensable spring suit.

Evening clothes, both the formal type and the street-length type, will make their appearance in every hue, with the bright high shades popular among our South American Prints, particularly the huge, splashy type will make their appearance on the smartest dance floors, and plain fabrics with appliqued flowers sprinkled over the skirts are also fashion news. For informal evenings, a smart and colorful type of costume is a plain crepe skirt in a vivid shade, topped by a long sleeved print blouse and matching turban, which picks up the shade of the skirt in the print.

Brenda Marshall Passes on Her Luck

Success has gone to Brenda Marshall's heart.

Three years ago, when Warner Bros. signed the brunette beauty to a contract, Brenda came to Hollywood with some misgivings. In fact, the youngster was so uncertain that she didn't give up that bedroom off the back hall of a West 53rd Street theatrical boarding house that had been her home in New York.

Now, with the feminine lead opposite James Cagney in "Captains of the Clouds" opening Friday at the Strand, a record of a dozen hits behind her, and a husband in the not unknown person of William Holden, Brenda regards the future with more assurance. But she's still paying rent on that hall bedroom.

And the landlady has instructions that it is to be put at the disposal of any deserving young actress who may find herself financially in a tight spot.

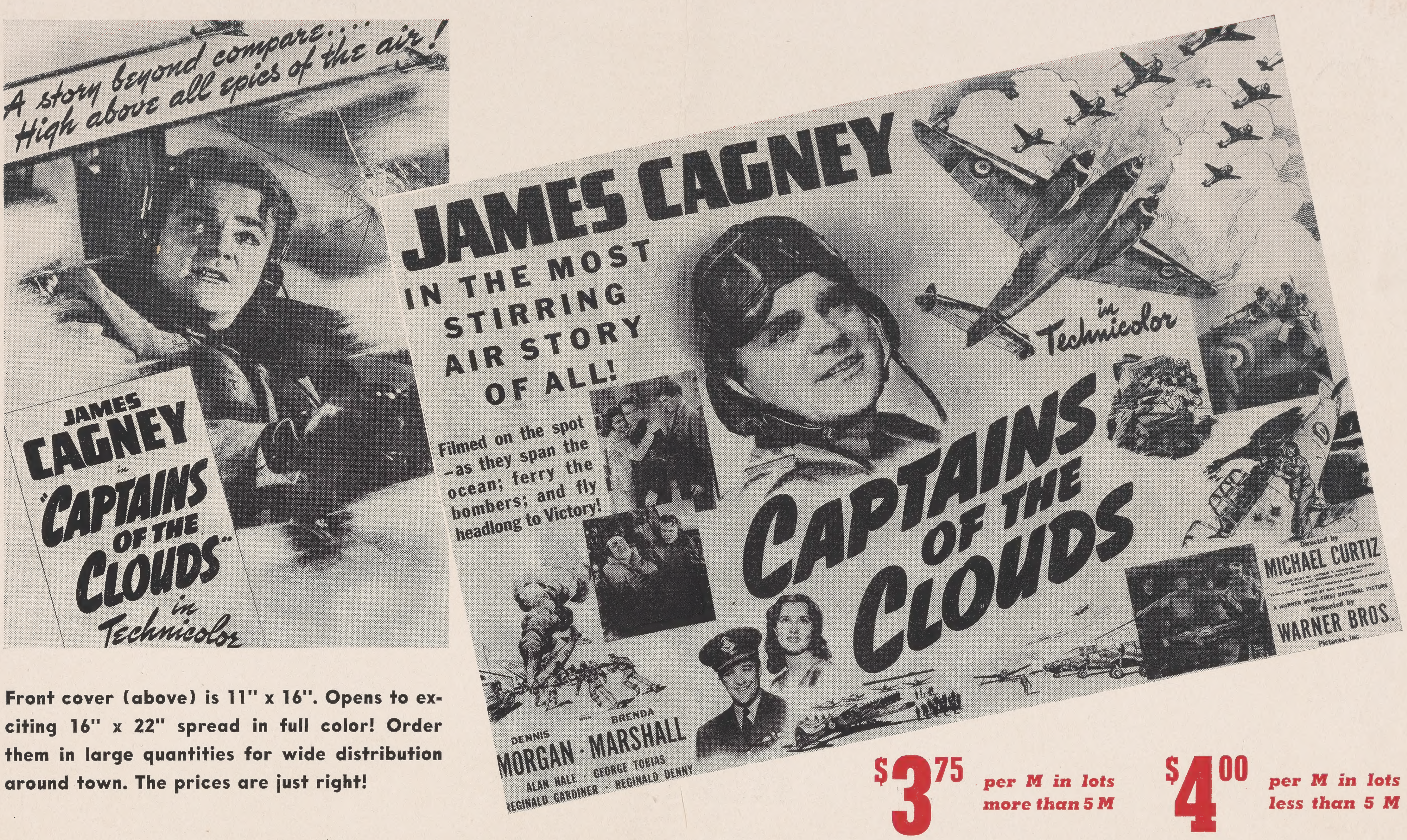
Brenda's been there, herself, you see.

Starry Harmony

The Candid Cameraman missed something when he didn't click Brenda Marshall and husband Bill Holden poring over horoscope books in the drugstore across from the Warner studio as they sipped sodas. They discovered their Zodiac signs were in perfect harmony. Brenda was wearing a scarlet wool trench coat and a "dog-eared" turban that she made herself from two matching scarves knotted together.

"Superb, thrilling and timely attraction which is ace boxoffice and one of year's standout pix!" —FILM DAILY

4-PAGE TABLOID SIZE ROTO HERALD


A story beyond compare... High above all epics of the air!
JAMES CAGNEY in "CAPTAINS OF THE CLOUDS" in Technicolor
JAMES CAGNEY
IN THE MOST STIRRING AIR STORY OF ALL!
Filmed on the spot—as they span the ocean; ferry the bombers; and fly headlong to Victory!
in Technicolor
CAPTAINS OF THE CLOUDS
DENNIS MORGAN · with BRENDA MARSHALL
ALAN HALE · GEORGE TOBIAS
REGINALD GARDINER · REGINALD DENNY
Directed by MICHAEL CURTIZ
A WARNER BROS.-FIRST NATIONAL PICTURE
Presented by WARNER BROS. Pictures, Inc.

Front cover (above) is 11" x 16". Opens to exciting 16" x 22" spread in full color! Order them in large quantities for wide distribution around town. The prices are just right!

$3.75 per M in lots more than 5 M

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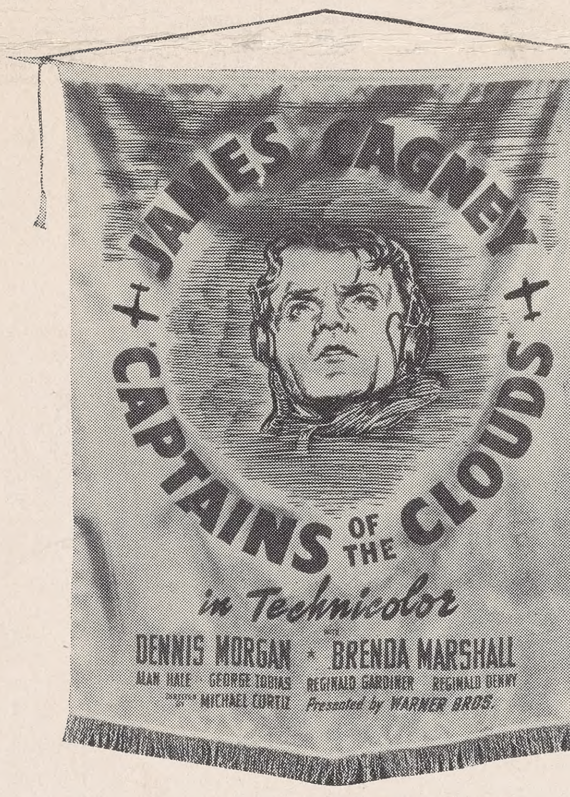
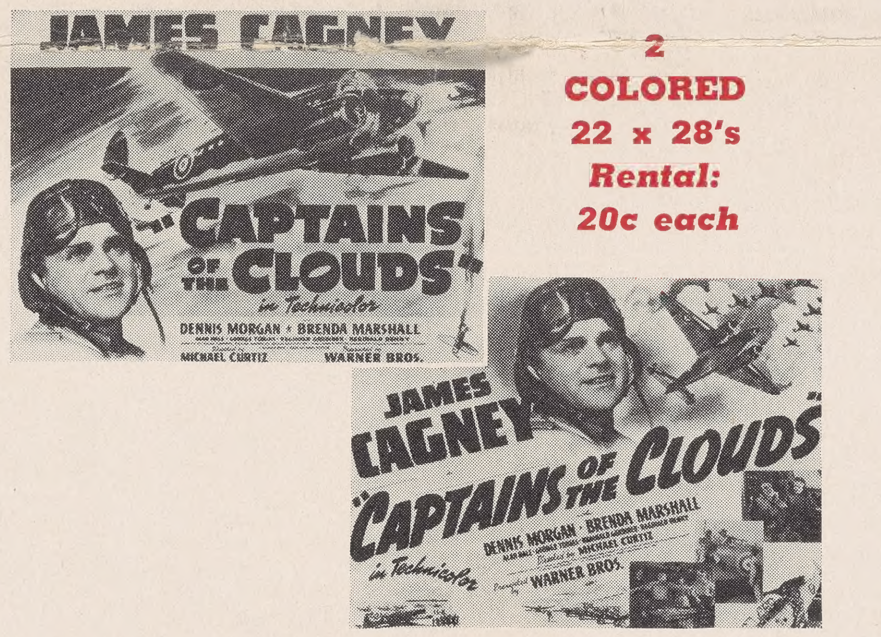
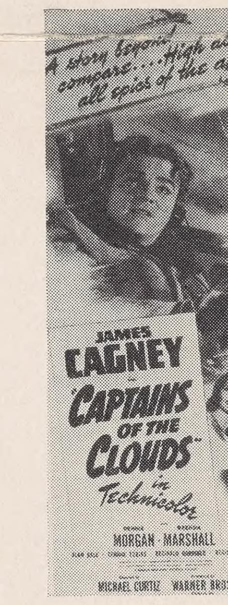

JAMES CAGNEY
CAPTAINS OF THE CLOUDS
in Technicolor
DENNIS MORGAN · BRENDA MARSHALL
ALAN HALE · GEORGE TOBIAS · REGINALD GARDINER · REGINALD DENNY
MICHAEL CURTIZ
Presented by WARNER BROS.

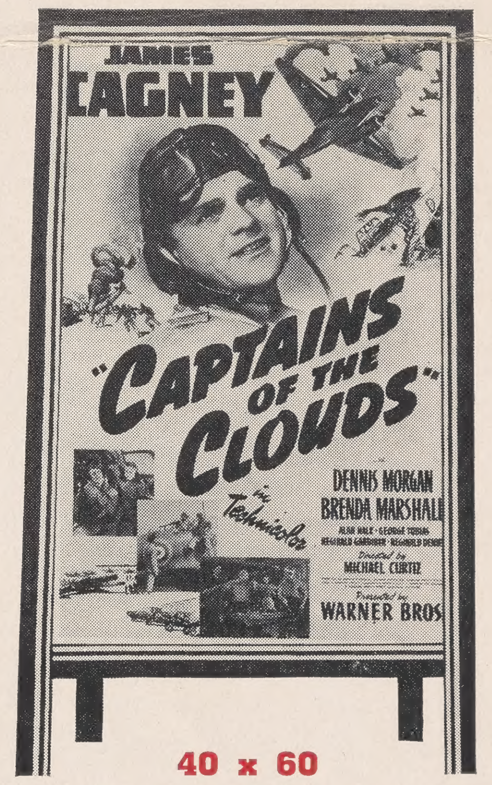
40 x 54 SATIN BANNERETTE
Rental: $1.00
Outright Price: $1.75


JAMES CAGNEY
"CAPTAINS OF THE CLOUDS" in Technicolor
DENNIS MORGAN · BRENDA MARSHALL
MICHAEL CURTIZ
WARNER BROS.
JAMES CAGNEY
"CAPTAINS OF THE CLOUDS"
DENNIS MORGAN · BRENDA MARSHALL
in Technicolor
WARNER BROS.

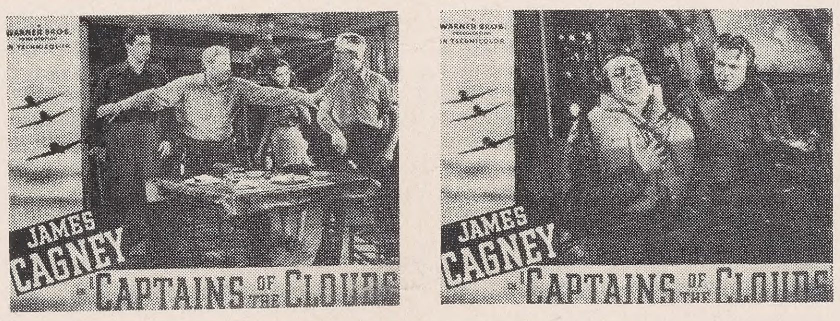
2 COLORED 22 x 28's
Rental: 20c each


A story beyond compare... High above all epics of the air!
JAMES CAGNEY in "CAPTAINS OF THE CLOUDS" in Technicolor
MORGAN · MARSHALL
MICHAEL CURTIZ
WARNER BROS.

INSERT CARD
Rental: 12c

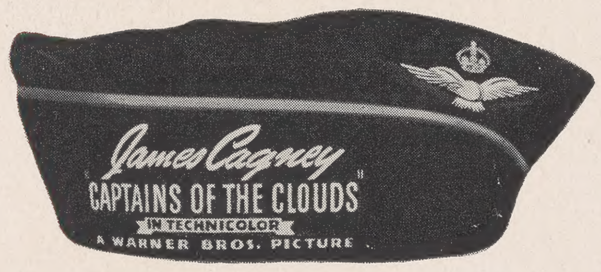

JAMES CAGNEY
"CAPTAINS OF THE CLOUDS"
in Technicolor
DENNIS MORGAN
BRENDA MARSHALL
Directed by MICHAEL CURTIZ
Presented by WARNER BROS.

40 x 60 PHOTOCHROME DISPLAY
Rental: 75c


JAMES CAGNEY
CAPTAINS OF THE CLOUDS
JAMES CAGNEY
CAPTAINS OF THE CLOUDS

8 COLORED 11 x 14's
Rental . . . . 35c for Set

RCAF SERVICE HAT


James Cagney
CAPTAINS OF THE CLOUDS
IN TECHNICOLOR
A WARNER BROS. PICTURE

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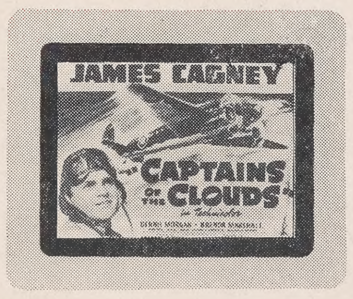
Prices: 25c each
100 and more: 20c each

Available at your Vitagraph exchange


JAMES CAGNEY
CAPTAINS OF THE CLOUDS

SLIDE . . . *Price: 15c*

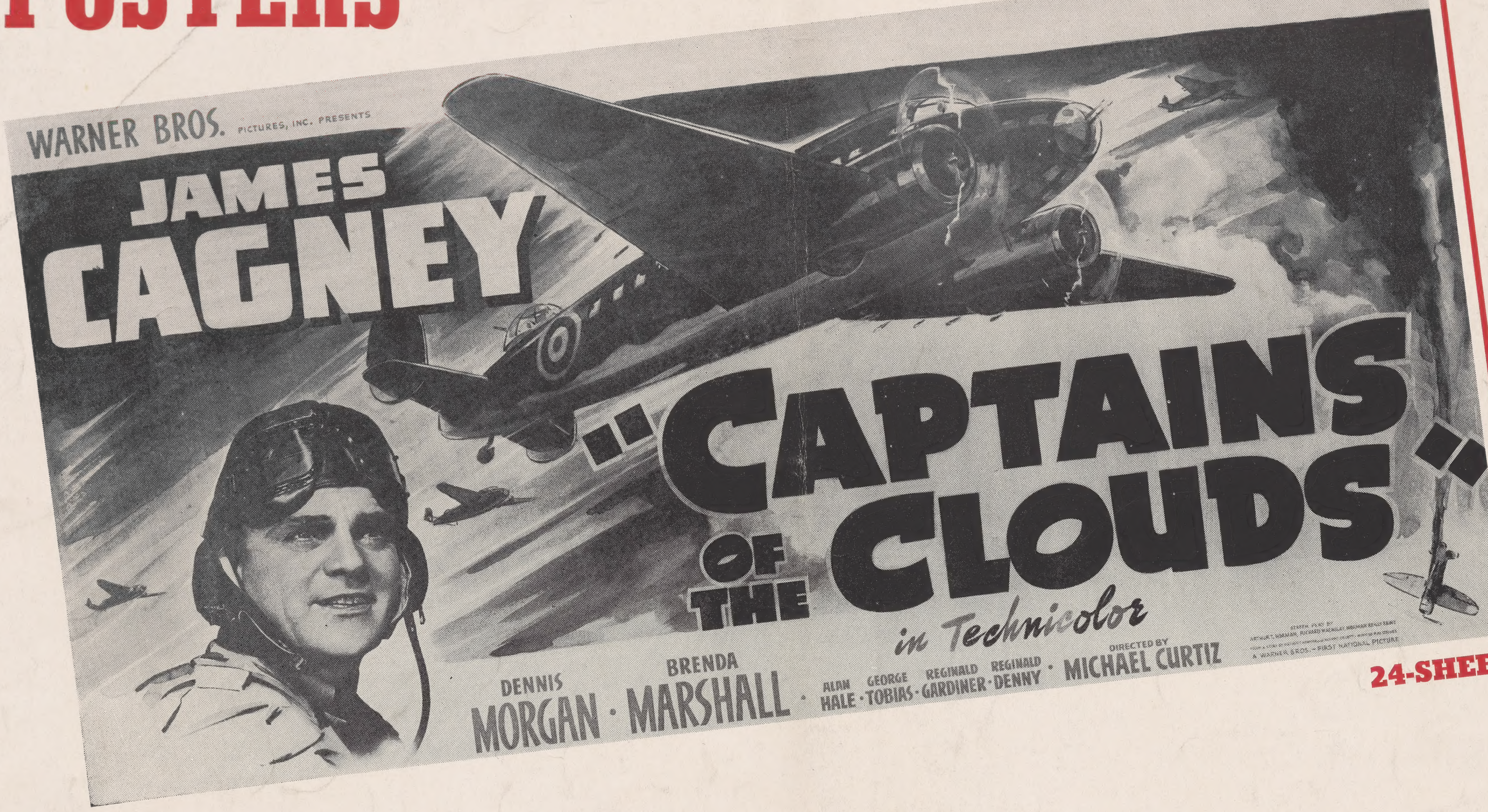
JAMES CAGNEY FOTOS

11" x 14" signed color glos priced: 1 to 9—35c each; 10 to 24—30c each; 25 and over—20c each. Also in 8" x 10" size at 15c each.

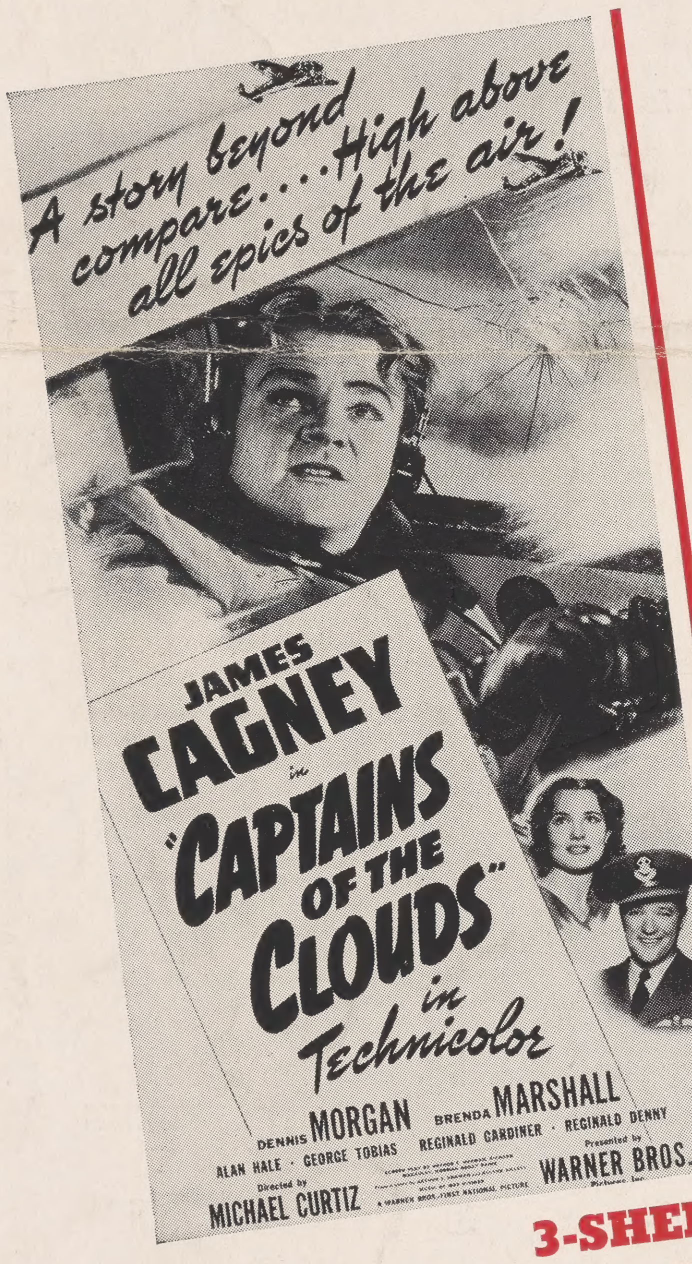
8" x 10" autographed fan foto priced: 1,000 to 2,000 — $4.40 per M. Lower prices on larger quantities—ask your Vitagraph ad salesman.

There's news of four great 'extras' on page 7. Giant banner, streamers, valance and flag clusters . . . everything to give your showing that added flash!

POSTERS


WARNER BROS. PICTURES, INC. PRESENTS
JAMES CAGNEY
"CAPTAINS OF THE CLOUDS"
in Technicolor
DENNIS MORGAN · BRENDA MARSHALL · ALAN HALE · GEORGE TOBIAS · REGINALD GARDINER · REGINALD DENNY · DIRECTED BY MICHAEL CURTIZ
A WARNER BROS.–FIRST NATIONAL PICTURE

24-SHEET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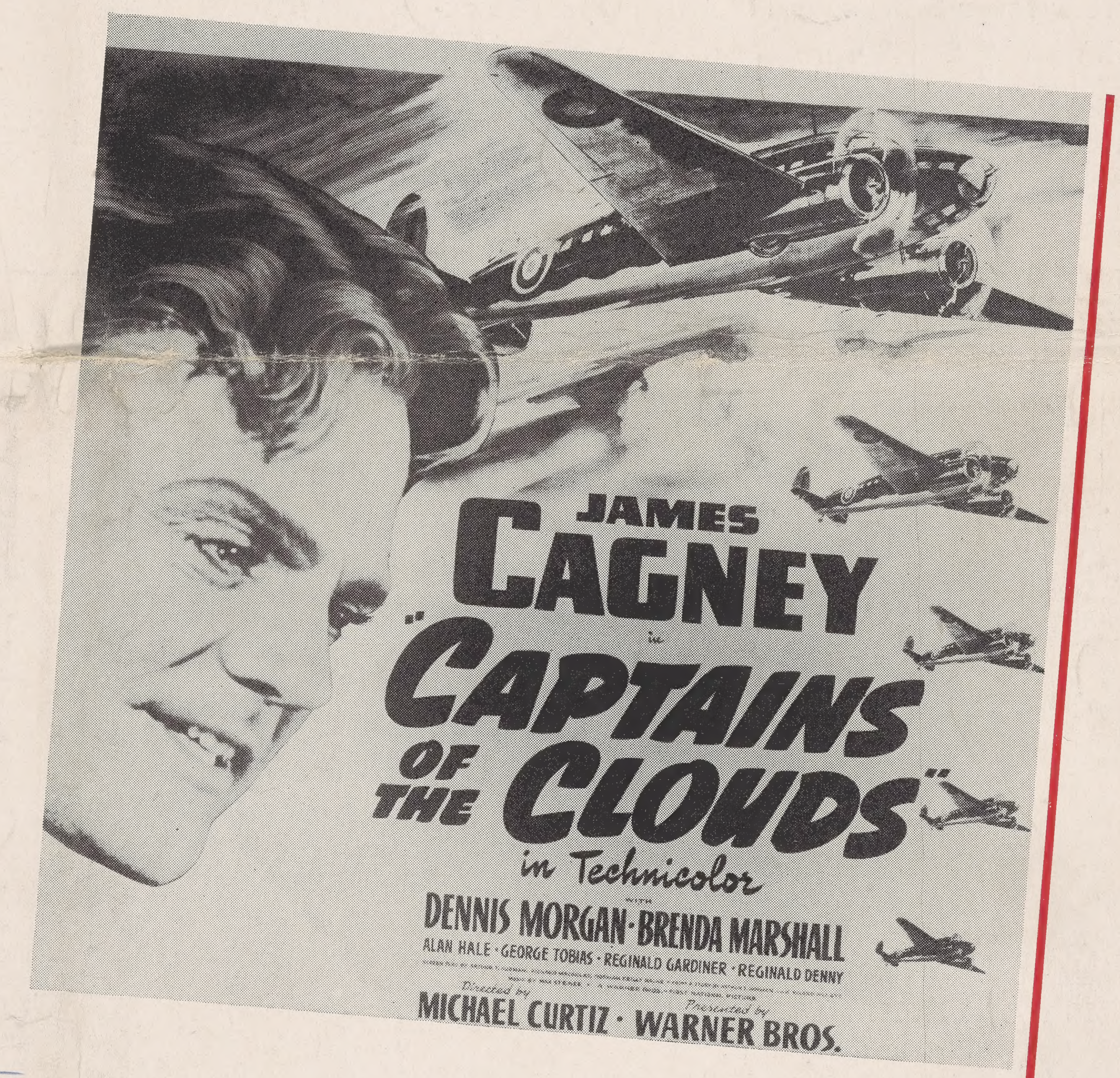
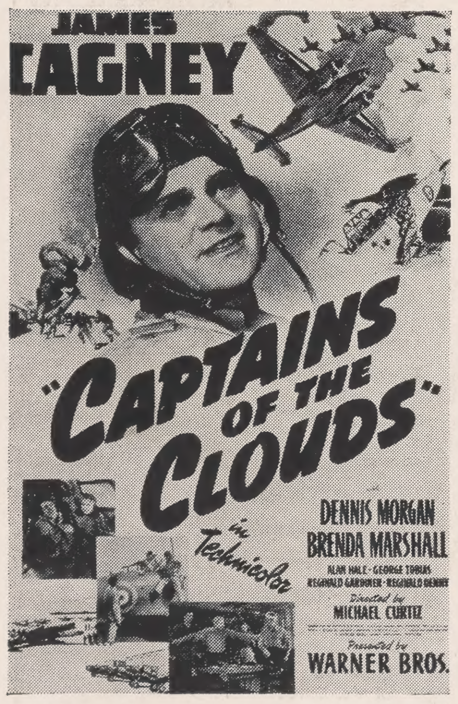
Directed by MICHAEL CURTIZ
Presented by WARNER BROS.

3-SHEET
Rental: 24c


JAMES CAGNEY in
"CAPTAINS OF THE CLOUDS"
in Technicolor
with DENNIS MORGAN · BRENDA MARSHALL
ALAN HALE · GEORGE TOBIAS · REGINALD GARDINER · REGINALD DENNY
Directed by MICHAEL CURTIZ · Presented by WARNER BROS.

6-SHEET
Rental: 48c

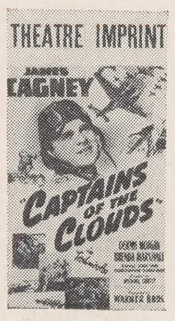

JAMES CAGNEY
"CAPTAINS OF THE CLOUDS"
in Technicolor
DENNIS MORGAN
BRENDA MARSHALL
ALAN HALE · GEORGE TOBIAS
REGINALD GARDINER · REGINALD DENNY
Directed by MICHAEL CURTIZ
Presented by WARNER BROS.

1-SHEET
Rental: 8c

SPECIAL QUANTITY PRICES

24-SHEETS	
1 to 4	$2.40 each
5 to 9	2.25 each
10 to 24	2.00 each
25 and over	1.75 each
SIX-SHEETS	
25 to 49	80c each
50 to 99	70c each
100 and over	60c each
THREE-SHEETS	
50 to 99	32c each
100 and over	28c each
ONE-SHEETS	
50 to 99	11c each
100 and over	9c each
JUMBO CARDS	
1 to 49	10c each
50 to 99	8½c each
100 to 199	7c each
200 and over	6½c each
REGULAR CARDS	
1 to 49	7c each
50 to 99	6c each
100 and over	5½c each
MIDGET CARDS	
	4c each

3 WINDOW CARDS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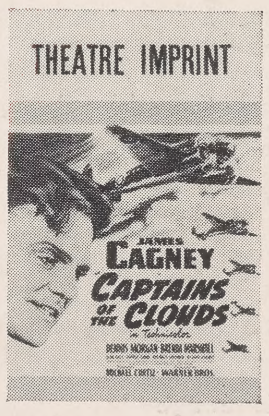
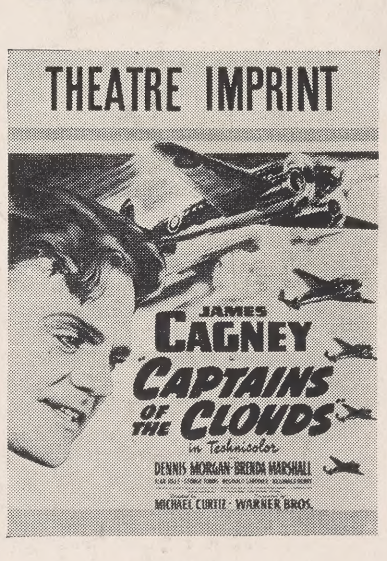
JAMES CAGNEY
"CAPTAINS OF THE CLOUDS"
WARNER BROS.

Midget


THEATRE IMPRINT
JAMES CAGNEY
"CAPTAINS OF THE CLOUDS"
in Technicolor
DENNIS MORGAN · BRENDA MARSHALL
MICHAEL CURTIZ · WARNER BROS.

Regular


THEATRE IMPRINT
JAMES CAGNEY
"CAPTAINS OF THE CLOUDS"
in Technicolor
DENNIS MORGAN · BRENDA MARSHALL
MICHAEL CURTIZ · WARNER BROS.

Jumbo

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